

LIFE

ONE YEAR OLD

NOVEMBER 22, 1937 **10** CENTS

WARNING!
SLIPPERY
WHEN WET

**YOU STOP
UP TO 25% QUICKER
WITH**

Firestone

TRIPLE-SAFE TIRES

Be prepared this fall for any kind of weather. Make your car tire-safe and pay particular attention to protection against skidding. Remember, your *brakes* can stop your *wheels* — but only your *tires* can stop your *car*! That is why safe drivers are replacing smooth, worn, dangerous tires with Firestone Triple-Safe Tires. Here's what Triple-Safe means —

1. PROTECTION AGAINST SKIDDING. The scientific tread design gives longer non-skid mileage and stops your car up to 25% quicker.

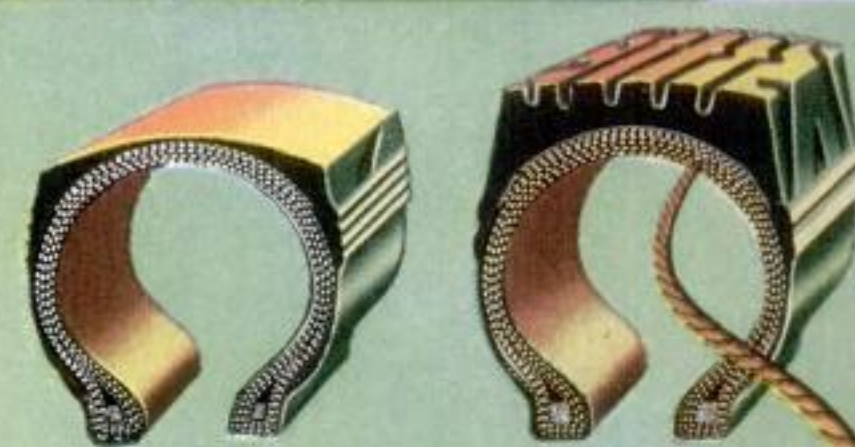
2. PROTECTION AGAINST BLOWOUTS. Firestone Tires run up to 28 degrees cooler

because every fiber of every cord in every ply is saturated with liquid rubber by the Firestone patented Gum-Dipping process. This counteracts the internal friction and heat that ordinarily cause blowouts.

3. PROTECTION AGAINST PUNCTURES. Two extra layers of Gum-Dipped cords under the tread add strength to the tire and give extra protection against punctures.

Don't wait — see your nearest Firestone Dealer or Firestone Auto Supply & Service Store today and join the Firestone SAVE-A-LIFE Campaign by equipping your car with a set of new Firestone Triple-Safe Tires—the safest tires that money can buy!

Listen to the Voice of Firestone featuring Richard Crooks and Margaret Speaks, Monday evenings over N. B. C. Red Network



Section of smooth, worn tire which is always susceptible to punctures, blowouts and skidding.

Section of new Firestone Tire. Note protection against skidding, punctures and blowouts.

JOIN THE FIRESTONE

Save a life

CAMPAIGN

TODAY!

What's New About the New Plymouth

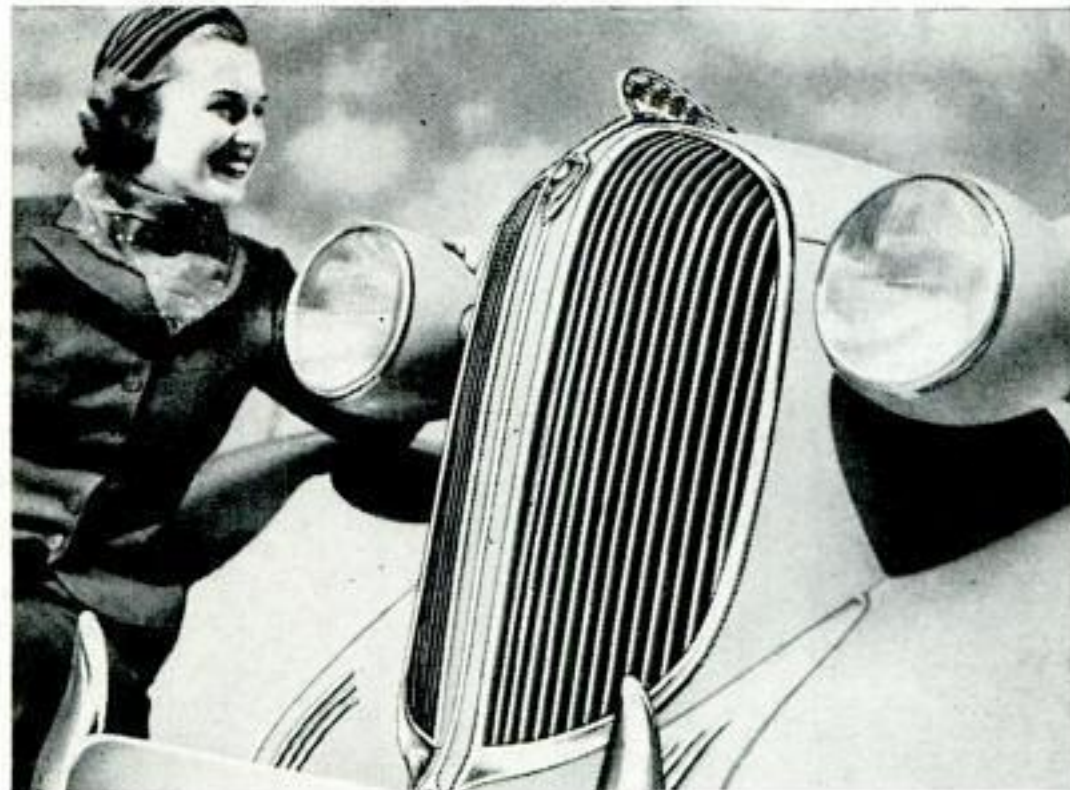
GO SEE IT...YOU'LL BE AMAZED! NEW COMFORT... BIGGER WINDSHIELD...NEW RE-STYLED FRONT END... NEW FEATURES GIVE YOU SAFER, HAPPIER DRIVING!

10 YEAR RECORD

This big 1938 Plymouth celebrates the triumph of an idea. It was to bring fine-car quality into the low-price field.

The result: in the last 10 years *millions* of America's motorists have swung to Plymouth...and *stayed* with Plymouth!

Today, see the new 1938 Plymouth. See how 10 years of *better* and *better* cars have made it the best buy of the low-price field.



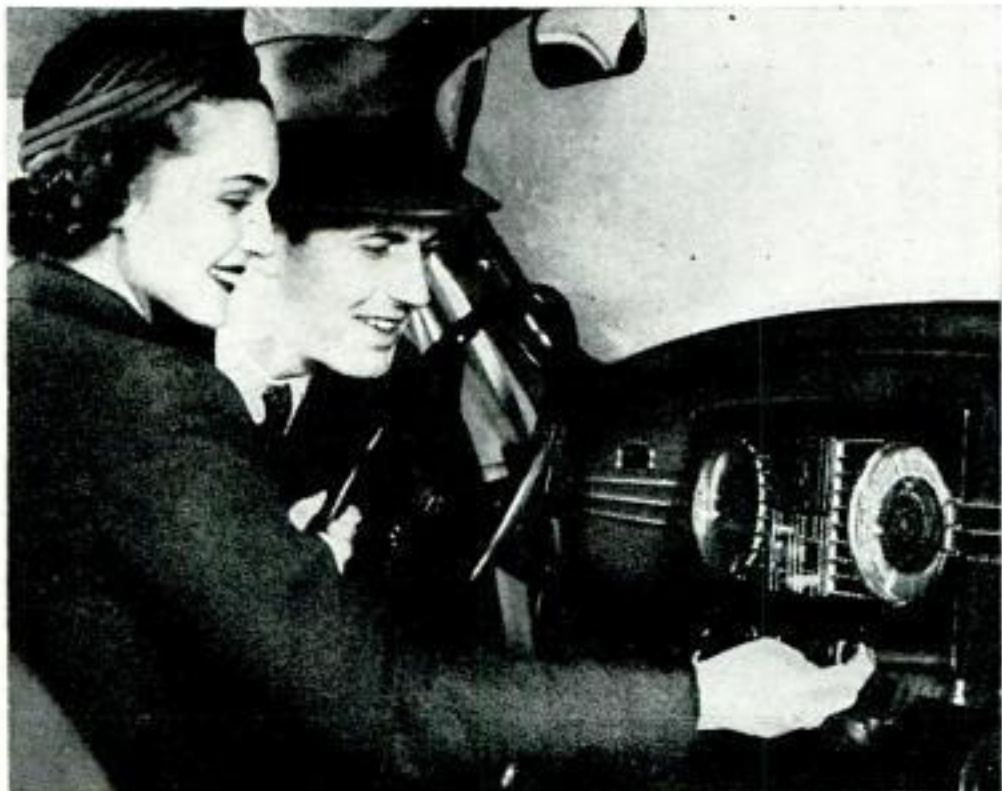
1 Exciting New Beauty! Fenders have a smoother, deeper curve...headlights are bigger. The whole car's style is distinctive. And under that long hood—there's an 82-horsepower "L-head" engine that saves you money!



2 Look How Easily he can adjust the seat to suit his size! The new Plymouth's front seat slides upward as you move it forward.



3 The Facts about Gas Mileage. Your dealer's "gasometer" will show you Plymouth's amazing fuel economy. Owners report 18 to 24 miles per gallon...lowest upkeep costs.



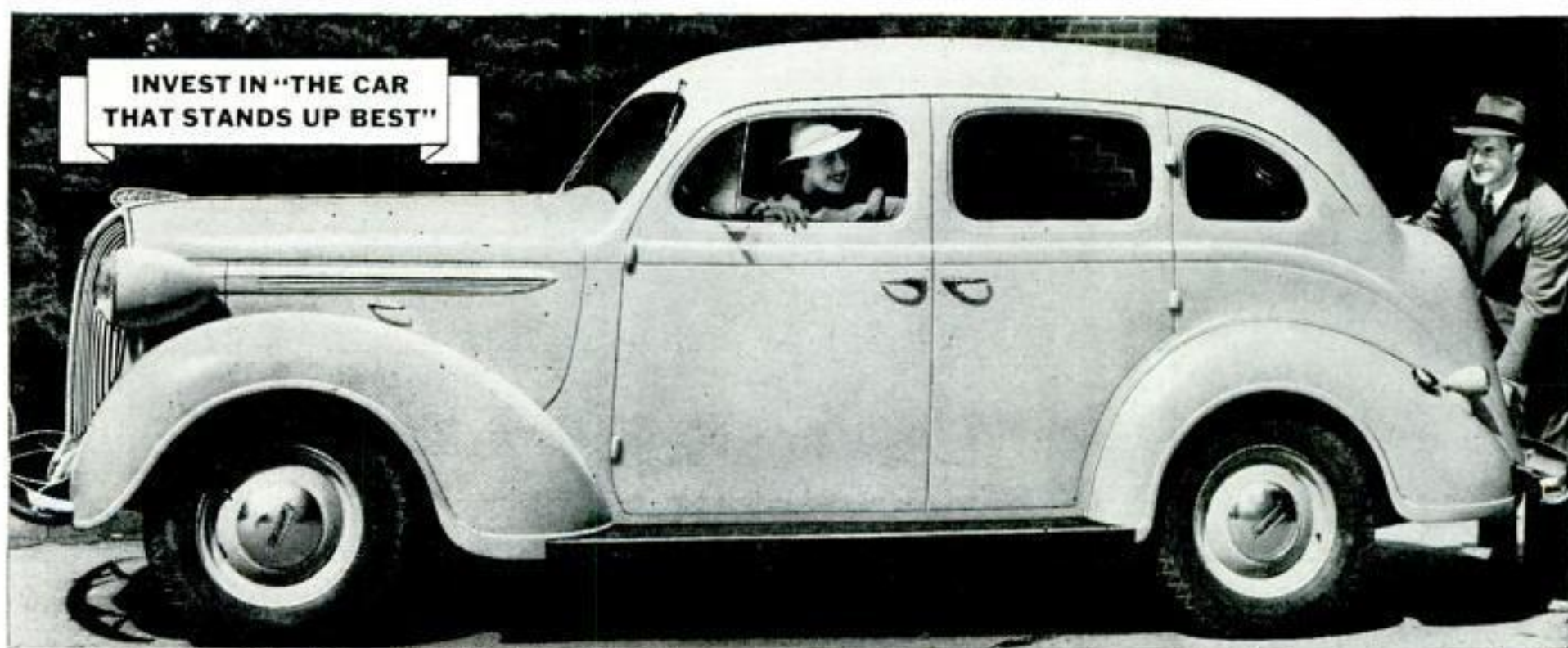
4 She's Not Stretching Her Arm... all controls are in the middle—easy to reach! And the handbrake is there...clear of the floor, out of knees' way. The new 1938 Plymouth steers faster, handles easier.



5 Roomiest Trunk ever built into a Plymouth. The floor is covered to protect your luggage. There is no sill...you can slide heavy bags in. And the spare wheel and tire are out of the way.



6 Soft as a Pillow is this padded roll along the rear edge of the new 1938 Plymouth's front seat. The entire car is designed for greater safety. And the body is a single, welded unit of steel.



7 Get Behind the Wheel of this Big 1938 Plymouth! See how excitingly easy it is to drive and handle...discover for yourself the greater value of Plymouth's smooth, double-acting hydraulic brakes...its radio studio sound-proofing...its airplane-type shock-absorbers...its Safety Interior. And remember, it's "the car that stands up best!" PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.

PLYMOUTH BUILDS GREAT CARS

See the 1938 Plymouth

This One



5E2X-LOA-0X6K

It's a deal, Dad!
Never over 50!



There's one thing every father and daughter can agree upon—death on the highway is pretty closely linked up with high speeds. What better bargain could a father make with his youngsters—than that they may have the freedom of the family car as long as they stay under 50?

The "NOT-OVER-50" CLUB, sponsored by Lumbermens in an effort to help reduce the appalling toll of traffic accidents, is a ready-made way to put that bargain with the youngsters on the records. Each may join—without cost or obligation of any kind—and each will be reminded of his pledge by the little red arrow on the speedometer. All you do is agree not to drive over 50, and to abide by the CLUB's common-sense driving rules. Just send the coupon for the membership card and free emblems.

Lumbermens sponsors the "NOT-OVER-50" CLUB as a contribution to the nation's safety and as part of its program to reduce the cost of automobile insurance for its policyholders. Lumbermens insures only careful drivers and prevents accidents among this preferred group through its comprehensive safety program. This results in fewer losses which, coupled with the company's economical management, make possible the big cash dividends which have been paid to policyholders every year. To learn how you may *save with safety* on your automobile insurance, check the square in the coupon below.



Red Arrow Warning



Rear Window Insignia



Safe Driving Pledge

SAFETY EMBLEMS FREE
You do NOT have to be insured by Lumbermens to join the "NOT-OVER-50" CLUB, nor do you place yourself under any obligation. Fleet owners may have insignia for every car.

**JOIN THE
NOT-OVER-50
CLUB**

LUMBERMENS MUTUAL CASUALTY COMPANY

JAMES S. KEMPER, President

Save with Safety in the "World's Greatest Automobile Mutual"

HOME OFFICE: MUTUAL INSURANCE BLDG., CHICAGO, U. S. A.

**START
SAVING LIVES
Today**

"NOT-OVER-50" CLUB, 4750 Sheridan Road, Chicago, Illinois
Please send me safety packets described above. I understand that these insignia are free and this places me under no obligation.
☐ Please show me how I can "save with safety" on automobile insurance. L-10

Name.....

Address.....

City..... State.....

Reach for a SCOTTOWEL—



Softer ScotTowels feel like cloth. Dry your hands on a ScotTowel and notice how it stre-e-tches around your knuckles. A ScotTowel dries dry—quickly, thoroughly!



More Absorbent
ScotTowels drink moisture like cloth. Use them to drain grease from fried foods, mop up spilled liquids.

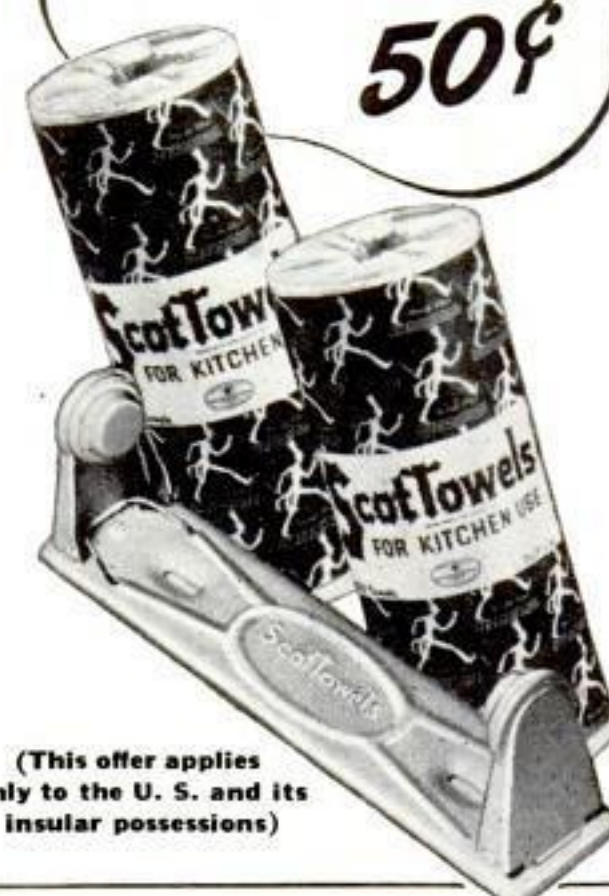


Stronger

One ScotTowel will do the work of two ordinary tissue towels. Use a ScotTowel for wiping off the stove, cleaning your garden tools and wiping out greasy sinks.

**2 big rolls
and handy rack**

50¢



(This offer applies only to the U. S. and its insular possessions)

NO more greasy kitchen rags to wash out, with a neat roll of ScotTowels placed conveniently over your sink! No more grimy kitchen rags hanging about!

Your whole kitchen takes on a look of modern cleanliness. Laundry bills go down amazingly. And three dozen ScotTowels cost you less than just to have one of your good linen towels laundered!

Be sure you get genuine ScotTowels—softer, stronger, more absorbent. One does the work of two ordinary towels! Less than a penny a dozen! Scott Paper Co., Chester, Pa., makers of Waldorf and ScottTissue. At grocery, drug, hardware and department stores.

MAIL THIS COUPON Scott Paper Co., Chester, Pa.

If your dealer does not sell ScotTowels, send us 50¢ (money or stamps) and you will receive postage paid:

2 ROLLS OF SCOTTOWELS AND 1 ENAMELED FIXTURE or SEND \$1 FOR 6 ROLLS AND 1 FIXTURE. Check color of fixture desired: ☐ Ivory ☐ pale green

Name.....

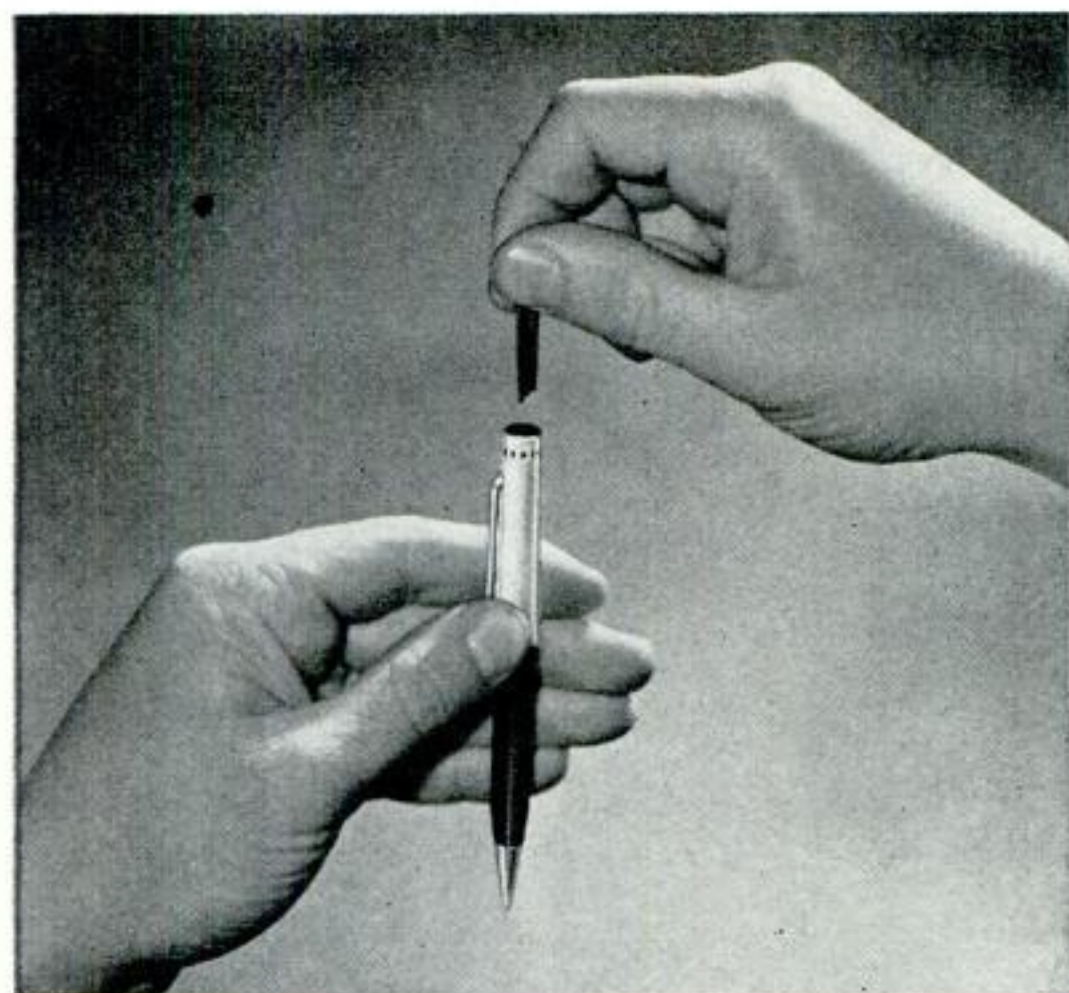
Address.....

Dealer's Name & Address.....

LF-11-22-37

FILLS IN HALF A MINUTE!

...WRITES FOR HALF A YEAR!



1 Off comes the top!—and in go the leads! Filling the new Eversharp Repeating Pencil is as easy as dropping sugar in your coffee! Put in all the leads at once—you needn't refill it again for six months!



2 Sharpen it with your thumb!—Press the top of this new Eversharp Repeating Pencil and out pops a fresh point of just the right writing length. To put the point back, press the top and push back the lead.



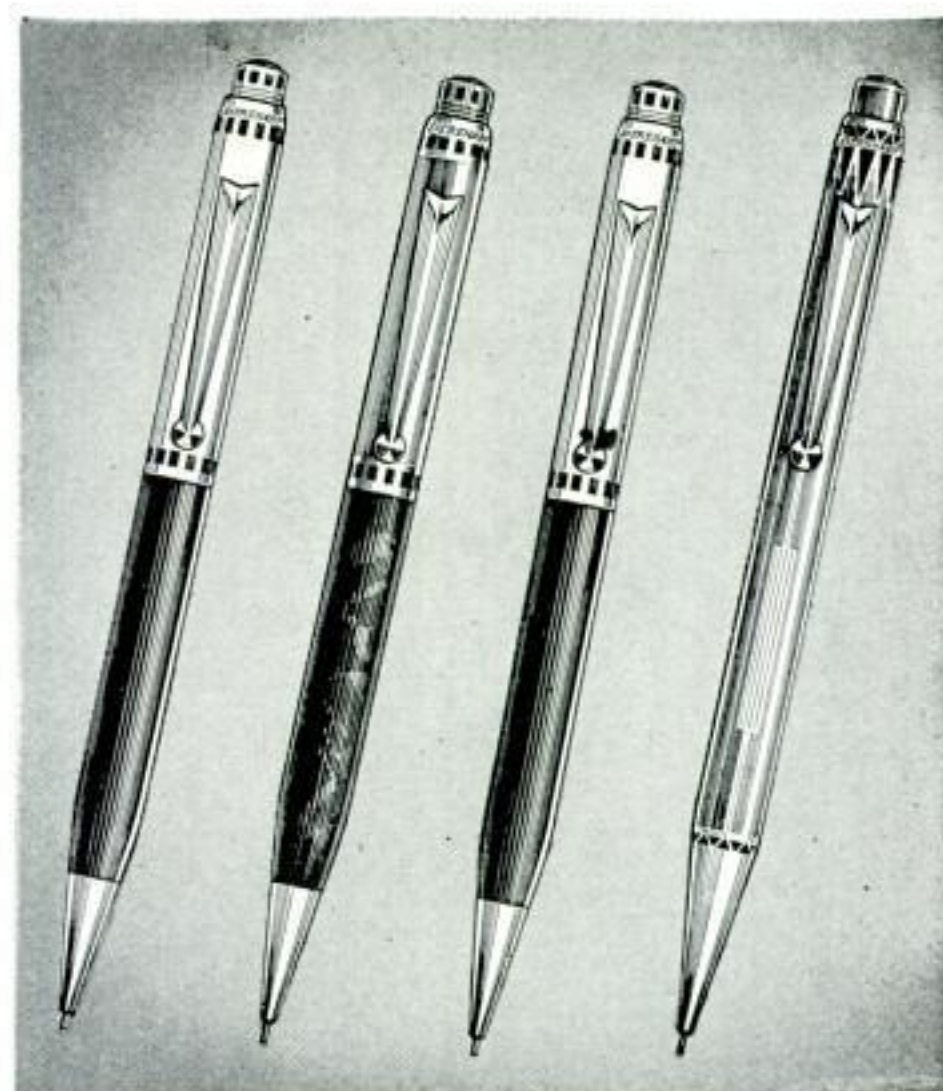
The New Eversharp Repeating Pencil



3 One lead follows another! When you want a new lead, just press the top of this new Eversharp Repeating Pencil—lead follows lead like the cars of a train!—just press the top!



4 Here's the perfect ammunition for this new Eversharp Repeating Pencil—Eversharp Square Lead! It fits *any* mechanical pencil better, tighter, can't slip, and holds keener point. Stronger, writes blacker, smoother. Ask for the "Red Top" package.



5 Six styles! — Choice of black pyralin and rhodium, \$2. (black with green pearl, \$2.50); black or dubonnet pyralin and gold-filled, \$3.50; full length gold-filled with black or dubonnet pyralin trim, \$5. (Slightly higher in Canada.) Made only by The Wahl Co. Chicago, U.S.A.

THE NEW

EVERSHARP Repeating PENCIL

MADE BY THE MAKERS OF THE FAMOUS EVERSHARP PEN—THE ONLY PEN WITH THE SAFETY INK SHUT-OFF

**NO PLACE IN
THIS OFFICE
FOR
MORNING-
AFTER!**

**Then he learned how to
LOOK fit, FEEL fit—FASTER!**

IF I LOOK LIKE
I FEEL, I'LL
BREAK THE MIRROR!

TRY **BROMO-SELTZER**
—FASTER HELP FOR
MORNING-AFTER!

SOON

I'LL SAY **BROMO-SELTZER**
IS **FASTER!** I COULD
DO CARTWHEELS!

SURE—IT FIXES
UP YOUR **HEADACHE—**
SETTLES STOMACH—
CALMS NERVES!

● It pays to stop morning-after the way doctors proved **FASTER** . . . with Bromo-Seltzer.

This gentle remedy wafts away the headache. It also settles an upset **STOMACH**. It calms quivery **NERVES**. It **ALKALIZES** . . . reduces excess acidity caused by overindulgence.

At all drugstores—soda fountains. Keep it at home.

BROMO-SELTZER



*Makes
you feel fit
FASTER!*

Wrong



It's little things that often spoil a lovely effect. Sometimes, before you know it, your home is being criticized—instead of admired. This bedroom, for instance, is beautifully furnished. The window treatment is charming. But the curtains, the spread, the canopy, the dressing-table skirt, all shout "tattle-tale gray." And that's a needless shame because . . .



Right



It's easy to keep "tattle-tale gray" out of your home—if you make Fels-Naptha Soap your friendly washday helper. Remember that it's left-over dirt that makes clothes take on that dingy, tattle-tale look. But Fels-Naptha's richer, golden soap and peppy, dirt-loosening naptha get out all the dirt. So change to Fels-Naptha Soap. And get easier washes, whiter clothes, and a lovelier home!



COPR. 1937, FELS & CO.

*Banish "Tattle-Tale Gray"
with Fels-Naptha Soap!*

"Even the simplest tune can be played a hundred different ways!"



Mr. E. L. Davis, 1841 Mountain Road, Milwaukee, had played only the piano before he acquired his Hammond Organ. But he writes, "Within a short time I was playing music far richer and more colorful than I ever had before!"

"I WAS by no means an expert pianist," writes Mr. Davis, "so I was amazed and delighted by the intensely interesting musical experience the Hammond Organ brought me. I never grow tired of experimenting with the instrument's varied tone colors. Why, even the simplest tune can be played a hundred different ways!"

The dream you've always cherished, that some day you yourself might play really lovely music—it can come true with the new Hammond Organ!

If you have even a little knowledge of the piano keyboard, you can easily pick up the Hammond's simple technique. You'll find it's like conducting a superbly trained orchestra... countless lovely instrumental voices are at your bidding, ready to give rich and ever-varied interpretations to your melodies.

Introduced less than three years ago, the Hammond has received an ovation



from the world of music. It is used with several of the greatest symphonies... is played in over 1,000 churches. Yet it is an instrument completely practical for your home—smaller, easier to move, and no more expensive than a fine piano!

The leading musical merchant in your

city is probably a Hammond dealer. Go to him, as soon as you can, and hear your favorite melodies interpreted by the Hammond! Or for full details by mail, write to The Hammond Organ, 2961 N. Western Ave., Chicago. In Canada, address Northern Electric Co., Ltd., Montreal.

A CONCERT ORGAN THAT FITS IN A FOUR-FOOT SQUARE

Designed on an absolutely new principle, the Hammond creates the familiar organ voices—strings, diapasons, woodwinds—and an almost infinite number of new tone colors, all by electric impulses. With no pipes whatever, its console is small and graceful as a spinet desk. The Hammond is ready to play wherever there is an ordinary electric outlet... and it positively cannot get out of tune!



For your entire family

there could be no more lastingly treasured gift than a Hammond Organ



THE HAMMOND ORGAN \$1250 and up f. o. b. Chicago—slightly higher for large installations

THE HAMMOND IS THE LARGEST SELLING ORGAN IN THE WORLD

LOOK INTO *Joan Bennett's* LOVELY HOME

... and see how well
G-E Clocks fit into
the decorative scheme



Miss Bennett is especially
pleased with this ivory
colored fluted Fiberlon
clock for her solarium.
The "Basque." . . \$4.95
Also in black.



This dark blue mirror
clock with white stars
looks most effective on
Miss Bennett's ivory pia-
no. It's the G-E "Lor-
raine." Also in rose. \$6.95



This handsome, mahogany
and black G-E Clock is
really an alarm. It sits on
Miss Bennett's boudoir
writing desk.
The "Gladiator." . \$7.50



The "Garcon" new square
kitchen clock. Made in
five colors. \$5.50



The G-E "Hanover," a
Westminster chime clock,
mahogany finish. \$45.00

*These are but a few
of the new G-E Clocks
that serve you quietly,
faithfully, perfectly.
See the complete show-
ing — wherever good
clocks are sold.*

GENERAL  ELECTRIC
Self-Starting Clocks

*Officially Approved
for
Championship Play*

Pennsylvania Blue Goose SHUTTLECOCKS



Quadruple Stitched
Strong as Gibraltar!

There's only **one** Blue Goose!
It's made by Pennsylvania under
the personal supervision of Jack
Purcell, World's Badminton
Champion—and not another
shuttle in the world can
match it, either in accuracy
or length of life. ● A.B.A.—ap-
proved for championship play
and sold everywhere. Ask for it
by name; insist on Pennsylva-
nia **BLUE GOOSE** Shuttles!



PENNSYLVANIA RUBBER CO. OF AMERICA, INC.
BADMINTON DIVISION, JEANNETTE, PA.

A copy of the latest Badminton Rules together with diagrams and dimensions
for laying out a correct Badminton Court will be sent free upon request.



Luggage Grain
\$5.50
Burgundy or Blue
Calf—Black Trim
\$6.50

FOR MEN ONLY

WANT to hint for a pair
of hand-sewed Algonquin
Loafers for Christmas? Bet-
ter do it now! We're making
all we can, but there won't
be enough to go around!

Nettleton
**DOUBLE DUTY
LOAFER**


In the house... a slipper.
Outdoors... a shoe.
New, unique in comfort
and service!

A. E. NETTLETON CO.
Syracuse, N. Y.

WRITE FOR DEALER'S NAME




WHAT'S A CAT AND DOG FIGHT GOT TO DO WITH Tooth Powder?



CATS AND DOGS ARE NATURAL ENEMIES and—


IN THE SAME WAY... CERTAIN REMARKABLE CLEANERS ARE CHEMICAL ENEMIES OF SOAP



SOAP SIMPLY WILL NOT MIX WITH CERTAIN SUPER-CLEANSERS

WOOL GROWERS GIVE UP SOAP FOR THIS MORE EFFECTIVE WAY:

OUR WASHING PROBLEM'S SOLVED: SEE HOW THIS ASTOUNDING NEW INGREDIENT WASHES WOOL WHITER



A WASHED THE SOAPLESS WAY.
B WASHED WITH SOAP

Where thorough cleansing is needed, the new soapless ingredient proves better.


LAMBERT CO. ADOPTS THE IDEA FOR A REVOLUTIONARY TOOTH POWDER

IF WE THROW OUT SOAP — — AND USE INSTEAD THIS REMARKABLE CLEANSING INGREDIENT, WE CAN MAKE THE WORLD'S FINEST TOOTH POWDER!


WE'LL DO IT!

By using this new foaming ingredient instead of soap, cleansers and polishers 100% more costly were put into Listerine Tooth Powder.

OVERWHELMING SUCCESS!



So dainty and light it floats in the air instead of dropping quickly to the floor as heavier powders do.



Silky-soft cleansers... that's all! No soap. None of that greasy feeling you get with ordinary tooth powders!

STARTLING RESULTS!



DAZZLING BEAUTY—ALMOST OVERNIGHT!

TRY THIS ASTOUNDING NEW soapless TOOTH POWDER

You're in for a thrilling, exciting experience when you brush your teeth with Listerine Tooth Powder. For this new, soapless powder is more refreshing—more delightful to use than soapy tooth powders.

As for results—you'll be amazed at its swift action. Leaving out soap permitted us to use cleansing and polishing agents that cost up to 100% more than those you find in ordinary tooth powders. As a matter of fact, our quality standards are so exacting and high that only three places in the world can supply our demands.

And we combine these rare, satin-soft cleansers with the amazing new foaming ingredient (which is a super-cleanser itself) to produce a tooth powder without equal. It's a tooth powder so different—so much better—so speedy in action—so delicate in texture that once you try it, you'll never be satisfied with soapy powders again.

Here's your chance to try Listerine Tooth Powder free! Drop a post card to Department L-6, Lambert Pharmacal Company, St. Louis, Mo. And a generous trial can will be rushed to you postpaid!



LISTERINE TOOTH POWDER
DOUBLE SIZE

CLEANSING and INVIGORATION such as you have never known. 40¢ and 25¢

SHAVE and like it!



Match your shave cream
to your skin

Hundreds of thousands of men have made the famous Mennen Skin Test. They tell us that they now get smoother, closer, better-looking shaves... because this test showed them how to match their shave-cream to their type of skin and whiskers. Join these happy shavers... they know:

First—Faces are *not* alike. Some tend toward oiliness, some toward dryness; hardly any are neither oily nor dry.

Second—These two types of skin obviously need different shaving creams. Oily skin needs a cream that *removes* excess oil from beard and face... so the lather soaks into whiskers and wilts 'em

completely, while it also clears the complexion of excess oil. But *dry* skin... that's different! It needs a cream that'll *conserve* the natural skin oils, while it wilts the whiskers.

Third—It's sensible to try these two types of cream to see which one fits *your* face. Who makes both these types? Mennen. Lather Shave for oily skins; Brushless for dry skins. Try them both. One will give you an easier, closer shave... leave your face feeling fitter, looking handsomer than ever before.

Use that coupon!



Mennen Co., Newark, N. J.:—Dept. E-11-22

I want to try *both* your shaves. Ship me the Skin Tester Kit — containing demonstration sizes of your Lather and Brushless creams; also a bottle of Skin Bracer, a tin of Talcum for Men and a tube of Skin Balm. I'm sending 10¢.

Name.....

Address.....



LETTERS TO THE EDITORS

Harvard Law

Sirs:

Thank you for your vivid and true views of Harvard Law School in your Nov. 1 issue. You seem to have caught the atmosphere and spirit that prevails among the professors and the embryo legalists.

If I may add a descriptive saying that sums up the three years at Harvard Law, it is: "In the first year, they worry you to death; in the second year, they work you to death; and in the third year, they bore you to death."

PERCY J. HUSSAKOF

Harvard Law, 1930
Brooklyn, N. Y.

Sirs:

Your Harvard Law School spread issue undoubtedly occasioned many a quasi-nostalgic twinge. Allow me to congratulate you on your remarkably accurate presentation.

You might have added to the reasons given for the nickname "Bull," Professor Warren's own classic: "And then there is always the obvious reason." Another "Bullism," typical of the man, involves a student, shall we call him Jones, who was tripped on a fundamental. The Bull wound up a tirade by snorting, "You'll never make a lawyer!" Mr. Jones mumbled something half-audibly, and the Bull whirled on him, demanding, "What? What was that?" Mr. Jones replied, "I said, 'The Hell you say'." The Bull politely apologized, "Excuse me, Mr. Jones, you *will* make a lawyer."

GEORGE E. TONER

Harvard Law, 1929
Racine, Wis.

Sirs:

In the Nov. 1 issue under the portrait of Edward H. Warren, of the Harvard Law School faculty, you said he "is called 'The Bull' because he looks, walks and bellows like one. An old hand at terrorizing his students in class, he terrorized LIFE's photographers by roaring.... They retreated...."

This is overstatement and quite over zealous on your part. Rather should you have said that Mr. Warren is forceful, persistent, sometimes properly relentless, and at all times dominant. In fact, these qualities as possessed by him are essential to the lawyer in practice today. Accordingly, contact with Mr. Warren is one of the principal benefits to his law students. He never seems to be mere professor, but rather an older and most capable lawyer showing his classes the uses of vigor, determination and the dynamic manner.

Mr. Warren is known to some irreverents as "The Bull," but to most of the students he is more affectionately (albeit respectfully) called "Ed."

Once one of his students, he helped me tremendously—he taught me how to fight.

JOHN S. SHORT

Baltimore, Md.

For photographs of the unphotographable "Bull" Warren in his classroom, see p. 126.—ED.

Sirs:

Thank you for the Harvard Law School sequence in LIFE. In my opinion you have treated the subject matter with justice and good taste. One of my colleagues deplored the publication of the sequence on two grounds. First, he thought it looked like advertising by the Law School. I don't think so. Second, he thought it improper to present professors for judgment on the basis of "wisecracks." The sequence does not give me the impression of doing so. I think it was well worth while to show that although we work hard, we have some fun as well.

JOHN M. MAGUIRE

Harvard Law School
Cambridge, Mass.

Sirs:

If you please, permit me to enter my objection, and if I am overruled to save my exception, to the following appearing on page 47 of your issue Nov. 1: "Frankfurter is the leader of the liberal wing of the Law School faculty and by far its most famed professor."

I fear that your enquiring reporter must have become confused in his wanderings among the stacks, portraits and law books and mistaken a satellite for the sun. "It would take several Frankfurters to make a Pound."

WILLIS H. LIGGETT

Harvard Law, 1918
Columbus, Ohio

"Ickies"

Sirs:

Congratulations on your pictures of the Goodman band (Nov. 1). They are without doubt the best action shots of musicians I have ever seen. However, I should like to call your attention to the caption in which you refer to several Goodman worshipers as "knowing collegians." To musicians, these "knowing collegians" are known as "ickies," and Benny would no more lower himself to "discussing fine points of contemporary swing" with them than ask them to play in his orchestra.

"Ickies," in general, are typical college smoothies who flock to any dance or restaurant where a "swing" band is playing, and promptly get themselves noticed by trucking (usually incorrectly) in front of the bandstand and shouting at the musicians what they think are "swing" terms. Really, however, they have no knowledge or love of true jazz.

CHARLES MILLER

Harvard University
Cambridge, Mass.

Foreign Cars

Sirs:

The illustrations of foreign cars appearing in your issue of Nov. 1 are more than merely interesting and informative. For the past five or six years automobile manufacturers in this country have been selling cars on the strength of bigger and better adjectives in advertising, rather than on real improvements in design.

With due respect to the minor advancements made in the automotive industry, what do we see from year to year other than inexpensive changes in fender design, different radiator grilles, or perhaps more decorative instrument panels?

In place of having these retrogressive improvements thrust upon us, why can't we have cars made with a one-piece rounded windshield, or motors so constructed as to really economize on gasoline and oil consumption?

Undoubtedly the appearance of pictures such as you portrayed will awaken the American car-buying public to a point of demanding more than just "smoother performance," "roomier bodies," "smarter," and other such comparatives. More pictures of a similar nature might even inspire our automotive engineers with new ideas and spur them on to making cars that would compare favorably with those being manufactured abroad.

D. A. DEARLE

Bridgeport, Conn.

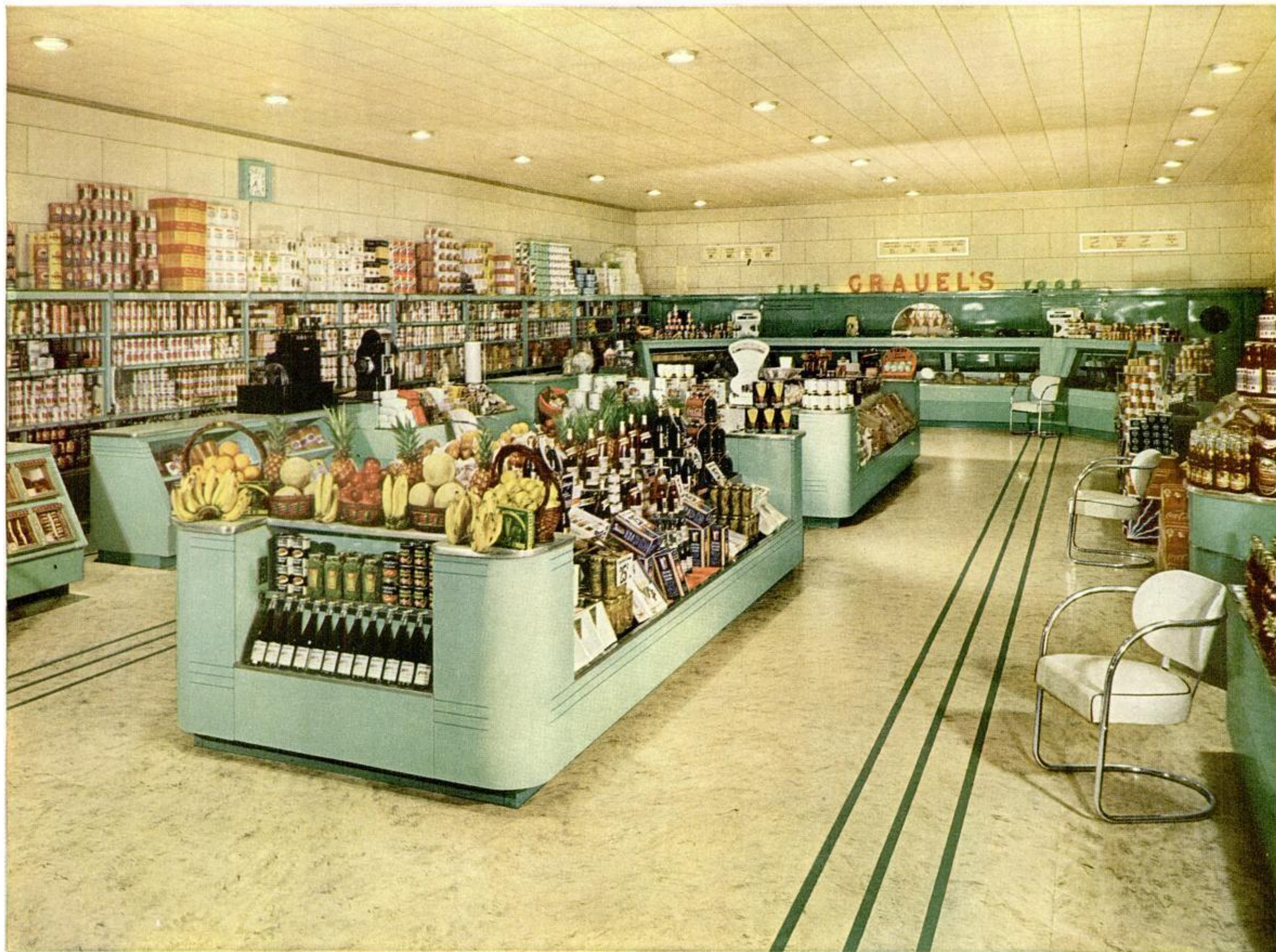
The fact remains that you get more car for your money in the U. S. than anywhere else in the world.—ED.

Broadside Launchings

Sirs:

The "Red Crown Launching" pictures in your issue of Oct. 11 convey in the accompanying letter two erroneous suggestions: the uniqueness of a broadside

(continued on p. 11)



FAMOUS FOR FINE FOOD, Grauel's Market, Baltimore, is also becoming famous for its fine, trade-attracting floor—a special design in Armstrong's Linoleum installed by John R. Livezey, designed by J. P. Pfeiffer & Son, Baltimore (Marbelle No. 03 with strips of jade green). Table and counter tops are also Armstrong's Marbelle Linoleum.

BUY-APPEAL FROM THE FLOOR UP is the plan of this modern market. "Despite keen com-

petition, this plan is paying attractive trade dividends," enthusiastically reports Mr. Harry Grauel, the proprietor. "Folks like the fine, spick-and-span appearance of my Armstrong Floor. It has eye-appeal and *buy*-appeal. It's my best silent salesman!" Mr. Grauel will also tell you that Armstrong's Linoleum Floors, when trimly and properly cemented in place over felt, can take street-floor traffic, that such floors cut cleaning to a minimum, and do away with expensive floor refinishing. When the photograph above was taken, this floor hadn't been washed, waxed, or polished in a month, although it had received a daily sweeping. You see it reproduced just as the camera caught it—no tracks, traffic lanes, or scuff marks. Your local linoleum merchant can demonstrate two other big virtues of modern Armstrong Floors . . . cushioning comfort underfoot, and a price that should appeal to any careful business executive. Let him tell you the whole story of floors that put showmanship in selling.



WE'LL SEND YOU a most helpful portfolio of different business interiors if you write for "Better Floors for Better Business." It also brings you the wear, care, and cost story in concise, quick-reference form. No charge (40¢ outside U. S. A.). Armstrong Cork Products Company, Floor Division, 3711 Clay Street, Lancaster, Pennsylvania. (Makers of cork products since 1860)

ARMSTRONG'S LINOLEUM FLOORS

Custom-Laid or  *Standard Designs*

PLAIN • INLAID • EMBOSSED • JASPÉ • LINOTILE • CORK TILE • ACCOTILE • RUBBER TILE • ARMSTRONG'S LINOWALL and ARMSTRONG'S QUAKER RUGS



MOBILOIL ARCTIC makes all cars
start Easy..run Sweet_in Frigid Weather

CHANGE

TODAY



*"Better One
Week Early-
than One
Day Late!"*

WINTER-PROOF TODAY

START QUICK with Mobiloil Arctic—
world's largest-selling winter oil.

SHIFT EASY with Mobiloil Gear Oil.
No more fighting with your gears.

RIDE QUIET. Winter Mobilgreases end
nerve-racking squeaks.

PREVENT FREEZE-UPS with Mobil
Freezone—new anti-freeze.



THE PICTURE above is a warning to *you*! COLD SNAPS
COME SUDDENLY...IT PAYS TO HAVE YOUR ENGINE
READY WITH MOBILOIL ARCTIC!

Mobiloil Arctic is absolutely the finest oil for quick
starting. It flows freely in a *split second*, yet protects fully
when your engine's *hot*!

That's what you want this winter, isn't it?...quick starts
—and a safe engine. Take a few minutes today and change
to Mobiloil Arctic, world's largest-selling winter oil.

MOBILOIL AND MOBILGAS

SOCONY-VACUUM OIL COMPANY, INC.





Foot-Joy
TRADE MARK REG. U.S. PAT. OFF.
"The Shoe that's Different"

When so many men claim that aches and pains have disappeared with the wearing of Foot-Joy shoes, there must be a real basis for such extreme comfort. Ask a Foot-Joy dealer to show you how these famous shoes are fitted to give you the proper foundation . . . your weight correctly aligned from heel to toe along the "balance line." Ask us to send you name of dealer now showing smart Foot-Joy shoe styles for all occasions.

FIELD AND FLINT CO.
BROCKTON, MASSACHUSETTS
"Boot Makers to Gentlemen Since 1857"

LETTERS TO THE EDITORS

(continued)

launching, and a dearth of ship-building on our inland waterways.

You will therefore be interested in knowing that Dravo Corporation, with its principal shipyard at Pittsburgh on the Ohio River, launched more tonnage during the year 1936 than any other ship-builder in the entire United States. Dravo launched 104 vessels and every launching was accomplished broadside.

Broadside launchings are thus really quite commonplace on the inland waters, but there is good reason for the acute public interest in attendance upon such occasions. The pictures published by you do not do full justice to the "broadside launching," with its thrilling spectacular aspects, in comparison to the prosaic, uneventful "stern first" launchings of the seaboard. . . .

WILLIAM H. FOWLER
Vice President

Dravo Corporation,
Pittsburgh, Pa.

"Poopsie"

Sirs:

I have been enjoying LIFE for some time but I never enjoyed a picture more than I did "Poopsie" on page 132 of Oct. 25.

That is one picture I'll have to cut out and frame. It certainly is a cute picture. I am laughing yet.

ANN STERLING

Brooklyn, N. Y.

For a picture of "Poopsie's" father, see p. 126.—ED.

Iowa Co-eds

Sirs:

In reading the Nov. 1 issue of LIFE, I viewed with pleasure the pictures of the cheering Iowa State co-eds.

There is a peculiar circumstance concerning these girls—they are all transfer students from other schools. Grace Engelhart comes to I.S.C. from the University of Missouri, Charlotte Ann Chaffee from St. Catherine's in St. Paul, and Mary Marron (incorrectly spelled Morrow) from Kansas State College.

At the time the photos were taken these co-eds had been enrolled at Iowa State less than three weeks—yet look at the enthusiasm displayed.

A. S. KILBORN

Ames, Iowa

Sirs:

Imagine my surprise upon opening the Nov. 1 issue to find my daughter among the "Co-Eds at a Football Game" and then visualize my chagrin when I found her name given as Morrow instead of Marron. How can her parents bask in reflected limelight when it is dimmed by juggled vowels? Photographer Eisenstaedt turned in a good story in pictures but his handwriting must be difficult to translate.

JOS. F. MARRON

Public Library
Jacksonville, Fla.

Sirs:

I was very much interested in the pictures showing the jubilant co-eds from Iowa State. From all appearances, they are the only Iowa State rooters in that section of the stands. The people in the background seem to show only mild interest in the touchdown march of Iowa State, but they probably realized that Iowa State

(continued on p. 12)

Two exclusive Portis features:
"SWANSBACK FINISH" repels moisture.
"PROTEK" oil silk insert stops perspiration stains.

VELDOE "Here's just what I've been wanting...a hat that's really luxurious...at a price I can easily afford...best of all it's a style that'll look good on me..."

RIGHT YOU ARE! You'll be proud of your Veldoe...the soft, rich, velvety texture will win your lasting friendship. Get this Portis \$5 Super-Value TODAY...See your Hatter.

HAND FASHIONED HATS by PORTIS
PORTIS BROS. HAT CO. • MANUFACTURERS • CHICAGO

The "DRIVER"

A GIFT HE'LL USE
AND SAY "THANK YOU" every time he grips the wheel . . . because these gloves are fine for driving . . . made from the sturdy, imported skin of a mountain goat . . . tanned to a luxurious softness for comfort and long wear . . . saddle-sewn, rip-proof seams for strength . . . exclusive streamlined back and contrasting stitching for style . . . reinforced welt cuffs for quick, easy pull-on. In grey, black, brown or cork-tan, \$2.95. If you can't get the "Driver" at your men's wear store, order from us. Enclose \$2.95, specify color and size, and your gloves will be promptly mailed, postpaid.

ART GLOVES
For hand comfort
ARROW GLOVE CO. • 521 So. Franklin Street • CHICAGO

for keen appreciation WISS GIFT SETS

Make someone happy this Christmas with one of these smart and useful gifts. As appropriate for a man as for a woman, and bound to please. Sent prepaid on receipt of price if your dealer doesn't carry them. J. WISS & SONS CO., Dept. N-117, Newark, N. J.



No. 17 BZ (above) — One of the finest men's cases we have ever produced. Best imported pigskin lined with real doe-suede in rich shades of claret and brown. Genuine Pigskin with Claret Doe Suede Lining or Genuine Pigskin—Cocoa Brown Doe Suede Lining. \$7.00.

No. 14 (left) — Every woman who loves smart things will appreciate the style and beauty of this compact manicure kit. Set contains complete cutlery equipment, gold-plated. Genuine leather: Red with Pure Irish Linen Lining; Green with Polar Green Lining; or Blue with Nattier Blue Lining. \$5.95.

No. 12Z (above) — A beautiful manicure set small enough to be tucked into the handbag or week-end kit. Scissors and implements are gold-plated. Burgundy Celanese with Blue Blossom Lining; White Washable Leather with Burgoyne Red Lining; Regal Blue Leather with Rose Beige Lining; or Black Leather with Vieux Rose Lining. \$4.95.

No. 1 (above) — New and lovely color combinations make this fine scissor set a splendid gift at a popular price. Contains 3½" and 5" gold-handled sewing scissors. Burgundy Bengaline with Champagne Lining; or Navy Bengaline with Blue Lining. \$3.95.

No. 2Z (above) — Genuine leather and new color combinations make this a gift that will surely please. Nickel or gold handles — 7" and 3½" scissors. Rust with Rose Beige Lining; Black with Tea Rose Lining; or Green with Lamplight Lining. Gold — \$5.95; Nickel — \$4.95.

No. 3Z (right) — This lovely new zipper case is convenient either for home use or when traveling. Contains three pairs of scissors—3½", 5" and 7" with gold handles or fully chrome-plated. Brown with Old Gold Lining; Burgundy with Moonstone Lining or Regal Blue with Tea Rose Lining. \$7.50.

Made in Newark since 1848, by the makers of the famous Pinking Shears, \$4.95; and Kitchen Shears, \$1.25. (Slightly higher in Canada).

WISS

SCISSOR

GIFT SETS

LETTERS TO THE EDITORS

(continued)

didn't have a chance against Nebraska.

LLOYD P. MARTINEZ

University of Washington,
Seattle, Wash.

Landon's Language
Sirs:

With the denial in the issue of Nov. 1 that Alf Landon is an orator, we agree. With the assertion that the Republican Party must have a better leader, we are inclined to agree. With the statement that he frequently mispronounces, we unreservedly agree.

We do not intend to waste adjectives on your treatment of the Landon speech, picture-and-caption. We do say that if another treatment of any man, done in the same fashion as that of Alf Landon, appears in LIFE, we will have no more of it.

HERBERT E. GLASIER
ROBERT S. GLASIER

Boston, Mass.

Sirs:

I don't claim supernatural powers of observation, but why four pictures of "Alf" from the same negative? Surely the man's face isn't as humdrum as his speech.

H. C. CRUTCHFIELD
University City, Mo.

Sirs:

If you ever find or hear of a more capable man for the Presidency than Alfred Mossman Landon, please send me his picture.

In my opinion he has more "common sense" than any man since Theodore Roosevelt and you and I will live to see him President of these United States when the country wakes up.

JACK E. LIGO
Mont Alto, Pa.

LIFE joins his many admirers in all regard and respect for Alf Landon as a private citizen. But LIFE would fail in its function of mirroring American life if it should gloss over important characteristics publicly displayed by men who aspire to national leadership.—ED.

Williamsburg Graveyard

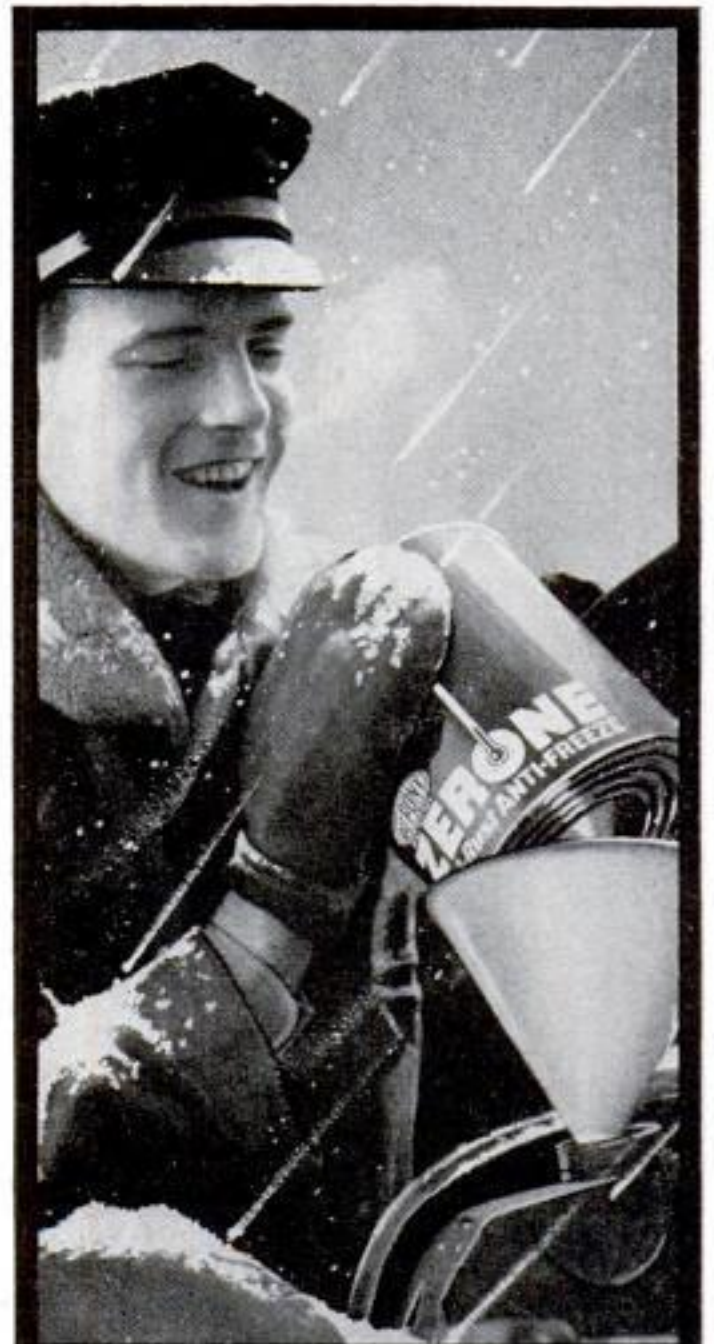
Sirs:

The letter entitled "Williamsburg Graveyard", in your Oct. 4 issue, calls for a statement of facts concerning a scene photographed in Williamsburg several years ago.

First, there were no "armed watchmen" guarding the entrances to this property or to any other property of the Restoration.

Second, the reasons given by your correspondent in declaring the Restoration discouraged publicity are erroneous. At the time he was in Williamsburg, publicity was not encouraged chiefly because the work was incomplete. As for the cemetery excavations, it is sheer nonsense even to imply, much less to state, that those in charge of the work felt at the time that ill will might result from local residents for any such cause. The architects and archaeologists of the Restoration realized that this was a military cemetery.

B. W. NORTON
Colonial Williamsburg, Inc.
Williamsburg, Va.



EVEN AT 215° BELOW

"ZERONE"

anti-freeze

would protect

TESTS prove "Zerone" can keep water from freezing solid even at 215° below zero. The basic material from which "Zerone" is made is so effective you need less "Zerone" to protect your radiator in the coldest weather. Just follow directions on chart or can.

"Zerone" also keeps a clean cooling system free of rust and corrosion, and actually helps to improve engine performance.

Made by Du Pont... Only \$1 a gallon... Sold wherever you see the "Zerone" banner that says the dealer is "Glad to serve you." Let him give you complete radiator protection today with "Zerone."



KEEP FOOD ODORS FROM RUNNING WILD!

SET OF 4 FINE OILED-SILK REFRIGERATOR BOWL COVERS

SPECIAL BARGAIN

Only **25¢**

TO PURCHASERS OF
**PILLSBURY'S
SNO SHEEN
CAKE FLOUR**

"PANTRY PANTIES" . . . high-quality oiled-silk bowl covers. Edged with firm, live elastic; easily washable, durable. At 25c, you get **FOUR** of them at a mere fraction of the regular retail price!

HOW'S YOUR REFRIGERATOR STRATEGY?

Do you juggle? . . . Do you cover dishes with plates—and then break the plates trying to juggle the whole slippery business into the refrigerator? "Pantry Panties" slip on easily and cling close. No juggling, no breaking.

Do you make your own? . . . Do you waste precious time fussing with wax paper and rubber bands? "Pantry Panties" are always ready to slip on in a jiffy.

Do left-overs die young? . . . Do left-overs soon lose their usefulness, forcing you to throw them out? "Pantry Panties" save money by keeping foods longer.

Does Might conquer Right? . . . Do insistent fish, arrogant onions or riotous cheese impose their flavors on every other food in the refrigerator? "Pantry Panties" confine each food (and the aroma thereof) to itself.

P. S. — "Pantry Panties" slip over opened boxes of crackers, cereals, etc., retaining crunchy crispness.

HAPPY ENDING . . .

when dessert is a luscious cake made with Sno Sheen Cake Flour. You see pictured here the happiest kind of ending for a meal . . . A gloriously successful cake.

Pillsbury's Sno Sheen Cake Flour is milled from the finest soft wheats; it will make every type of cake lighter, more delicate, better-textured. Use Sno Sheen for inexpensive one-and two-egg cakes, and they'll taste like their richer relatives. Use Sno Sheen in your old-favorite recipes, and enjoy them more than ever. Also—12 distinctive new cake recipes packed in every box!

FOR YOUR CONVENIENCE

PILLSBURY FLOUR MILLS COMPANY
Dept. 68, Minneapolis, Minnesota

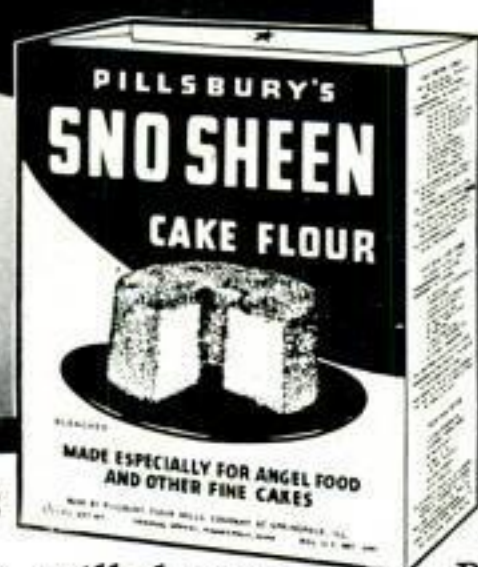
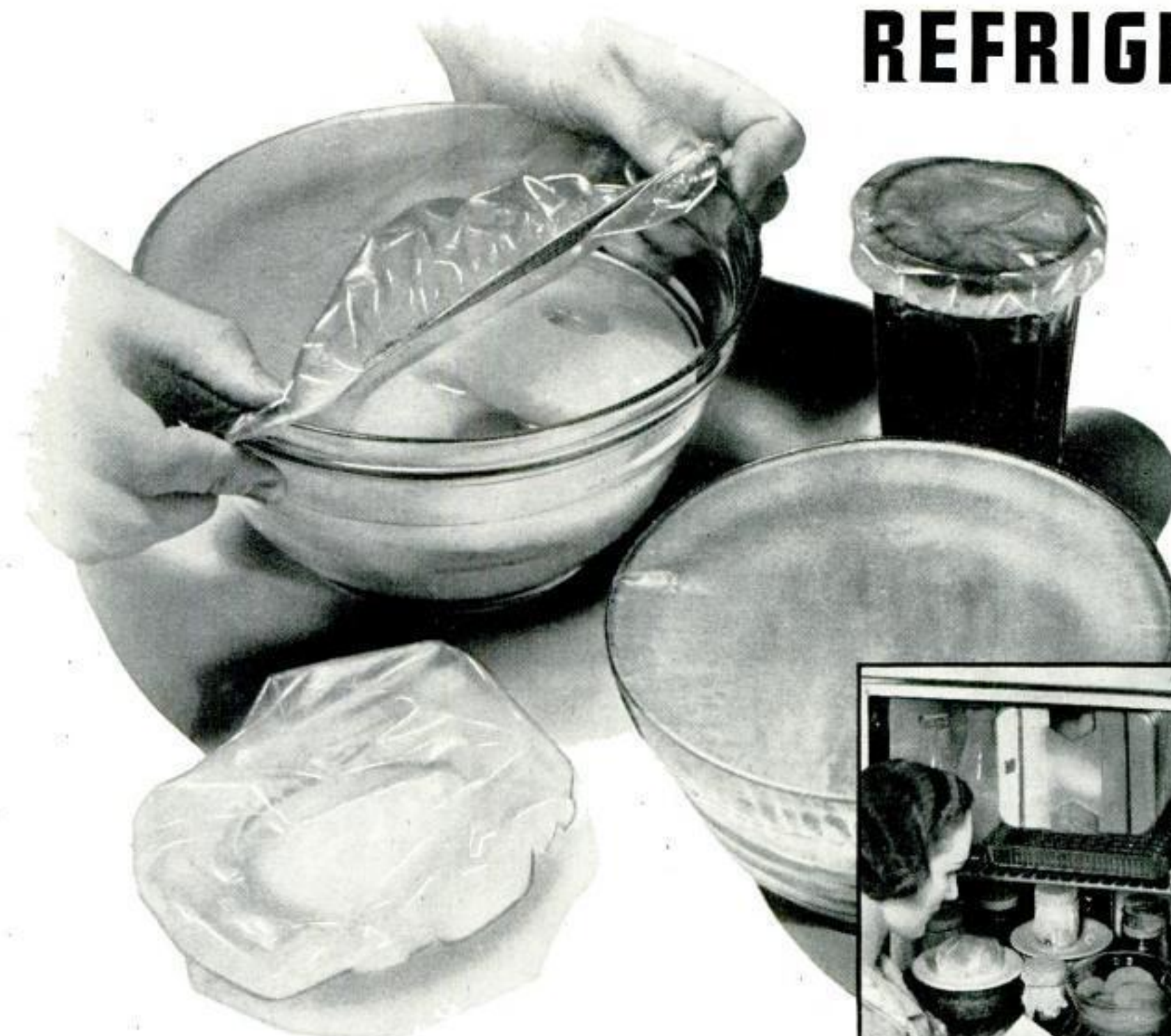
Please send me, postpaid, a set of four "Pantry Panties," the superior oiled-silk bowl covers. Enclosed find 25c in coin and a Pillsbury's Star cut from the top of a box of Pillsbury's Sno Sheen Cake Flour.

Name _____

Address _____

City _____ State _____

Offer expires Feb. 1, 1938, and is good in U. S. A. only.



HOW TO GET SET OF 4 "PANTRY PANTIES" FOR ONLY 25c



Buy a box of Pillsbury's SNO SHEEN Cake Flour, milled especially for the baking of fine cakes . . .



Cut the Pillsbury's Star from the top of the package . . .



Send Pillsbury's Star, with 25c in coin (not stamps), to Pillsbury Flour Mills Company, Dept. 68, Minneapolis, Minnesota.

Pillsbury's SNO SHEEN Cake Flour



The gift everybody wants . .

A LIFETIME MOVIE CAMERA!

\$9⁹⁵



EVERYBODY wants a movie camera . . . and few people have one! No other gift can match the thrill that comes with preserving forever life's happiest moments . . . of bringing back to life precious memories on one's own movie screen—again and again.

USES 60¢ FILM

And no other movie camera can match UniveX value! Because it's the only one in the world that takes theatre quality movies *at less cost than snapshots!* But not price alone has sold more UniveX movie cameras than those of all other makes combined! Its dependable performance . . . ease of loading and operation . . . its compactness . . . have made the UniveX Cine "8" America's No. 1 movie camera!

This year make Christmas brighter for yourself, or some loved one, by giving a lifetime of thrills and pleasure!

DON'T DELAY!

Because of the unprecedented demand, dealers may not be able to accommodate you if you wait 'til the last minute. So see your dealer for demonstration today. Universal Camera Corporation (World's Largest Unit Manufacturers of Movie Cameras), New York . . . Chicago . . . Hollywood.

● The UniveX Cine "8" uses the amazing 30-ft. UniveX Cine Film that sells everywhere for only 60¢ a roll, and takes as many scenes as 60 feet of expensive 16 mm. film!

CINE "8"
UniveX AMERICA'S *No. 1*
MOVIE CAMERA

Make America's Rarest Fruit Your *DIFFERENT* Christmas Gift

This year give your business and social friends a surprise and a real taste thrill. Let us send them, with your compliments, big handsome boxes of Royal Riviera Pears, mammoth in size and fairly bursting with juice. Among all their gifts, none will be such a long-remembered treat, for not one person in ten thousand here in America has ever tasted this rare delicious fruit.

A Thrilling Surprise for Your Friends

We formerly shipped our entire crop of these rare pears to London and Paris, where leading hotels serve them at about 75 cents each. Then we suggested them to a few business executives as an unusual Christmas gift. The plan has been so successful that last year thousands of boxes were used as gifts by officers and directors of important firms all over the country—our list of customers reads like a blue book of American industry. Now we think you and your friends might like to share in the enjoyment of this year's crop—the finest we have ever grown!

Royal Riviervas are the rarest of all pears. They grow only in a few places in the world and one of them is right here in the Rogue River Valley, where the rich soil, gentle rains, and days-on-end of glorious Oregon sunshine coax them to their mammoth size, gorgeous beauty, and delicious sweetness. They are picked with gloved hands, tissue wrapped, nestled in protective packing, and shipped at



the very peak of their goodness, ready to ripen in the home to their full marvelous flavor.

Money Back If These Are Not the Finest Pears You've Ever Tasted

Just send us your list and we will ship, prepaid, anywhere in the U.S. proper where there is an express office, with your greeting card enclosed, to arrive any date you name. Include your friends, neighbors, and relatives, salesmen, customers, prospects—and don't forget a box for yourself. "Medium Family" boxes (shipping weight 10 pounds) are only \$1.95 each. "Larger Family" boxes (double the quantity of pears) are \$2.95 each. And—if, after eating your first Royal Riviera, you are not delighted, simply return the balance at our expense and your money will be refunded.



When our Royal Riviera trees are in full blossom in May, it is one of the most beautiful sights you ever saw. That's the snow-capped Coast Range in the distance, shining white in the sun.



At picking time, the trees are fairly loaded to the ground with big beautiful pears. They are picked with gloved hands and handled as carefully as orchids to protect their gorgeous beauty.

HUNDREDS OF LETTERS LIKE THESE

"Most delicious pears I have ever seen or tasted in my entire lifetime." J. H. P.—New York

"Such beautiful fruit—so beautifully packed—and what whoppers! The grandest gift ever." J. W.—Laguna Beach, Cal.

"Words cannot express the delight of our friends in receiving this delicious fruit." N. E. W.—Detroit

"Every box on time, in perfect condition. Recipients delighted." A. W. S.—Washington, D. C.

"We have been flooded with letters of thanks and praise for your fruit." E. H.—Atlanta, Ga.

"Created such wonderful impressions, I am sorry I did not order for all my friends." Mrs. F. S. R.—Fairbury, Neb.

BEAR CREEK ORCHARDS • MEDFORD, ORE.

(Reference—First National Bank of Portland, Ore., Medford Branch)



Prices Outside U.S.A. Proper

Bear Creek Orchards, Box 1308, Medford, Oregon.

Send Royal Riviera Pears to the list attached, all express charges prepaid, to arrive (date).....

Enclose a gift card bearing the following: From.....

....."Medium Family" boxes (shipping weight 10 pounds) at \$1.95 each.

....."Larger Family" boxes (double quantity of pears) at \$2.95 each.

(No C.O.D. or Parcel Post orders accepted)

I enclose check (or money order) for \$.....

Name.....
(Name of person sending order—please PRINT plainly)

Street.....

City..... State.....

Honolulu, \$2.25 and \$3.25 | Calgary, \$3.06 and \$4.34 | Winnipeg, \$3.36 and \$4.76 | Montreal, Ottawa, \$3.66 and \$5.18
Vancouver, \$2.90 and \$3.95 | Regina, \$3.25 and \$4.60 | Port Arthur, Toronto, \$3.55 and \$5.02 | Quebec, St. John, \$3.72 and \$5.26

SPEAKING OF PICTURES . . .

... A BABY BLONDE MAKES THE BEST



MR. CLEWELL FIRST SNAPPED BARBARA PLAYING IN THIS SANDBOX



Edgar T. Clewell (*left*) was walking through Waldheim Park near Allentown, Pa., last summer when he met Barbara Joanne Flemming. Mr. Clewell, a middle-aged machinist who works in Freihofer's Bakery in Allentown, is an amateur photographer. Barbara Flemming is a 2½-year-old blonde who can count up to 11 and recite Mother Goose. The chance meeting of Mr. Clewell and Miss Flemming proved historic.

Mr. Clewell took pictures of Barbara. On Nov. 2, one was featured in 100 U. S. newspapers and Mr. Clewell found himself a nationally known photographer. His picture of Barbara (*inset below*) had won \$1,500 as the best of 500,000 photographs submitted in the annual Newspaper National Snapshot Awards.

The prize picture of Barbara was one of many taken by Mr. Clewell. Others are shown here. He first snapped her playing in a sandbox (*left*), later asked Mrs. Flemming to persuade her to play in a pond. Barbara didn't like to go in the water but after a while she became reconciled and permitted Mr. Clewell to take the prize-winning picture and equally charming ones shown *below and on the opposite page*. Mr. Clewell submitted his pictures to the Allentown *Chronicle & News* which gave one a \$2 weekly prize, then sent it on to Washington for national judging. In Washington it won \$500 for being the best in the Children and Babies Class, \$1,000 for being the best in all classes.



MR. CLEWELL LIKES THIS PICTURE BETTER THAN THE PRIZE WINNER



MANY PEOPLE PREFER THIS POSE OF BARBARA BESIDE POND



It's the **FILM** on the **FACE** that does the **TRICK**



The 1 man in 7 who shaves **EVERY DAY** needs this new **FILM-FORMING Cream**



MODERN LIFE demands now that 1 man in 7 shave every day. Yet daily shaving may tear and irritate any man's skin unless he protects his face against the constant scrape of his blade's sharp edge.

To meet the "shave-a-day" man's problem, Williams has built an entirely new-type shave cream. It's called Glider. You spread on Glider quickly and easily with the fingers—never a brush. It's not sticky or greasy, and it won't clog your razor.

FORMS PROTECTIVE FILM

The outer skin on your face is made up of millions of tiny scales. Over these scales Glider forms a thin protective FILM. This film between razor and skin allows blade to shave swiftly and easily through the most stubborn whiskers *without scraping or pulling*.

Try a tube of Glider today. You'll get a new thrill in shaving. In a few days sore spots and pimples quickly clear up. Glider—made by The J. B. Williams Co., makers of fine shaving preparations for nearly one hundred years—is on sale at all toilet-goods counters.

Glider

**WILLIAMS NEW
"NO-BRUSH" SHAVE CREAM**

FREE OFFER

Good only in U.S.A.

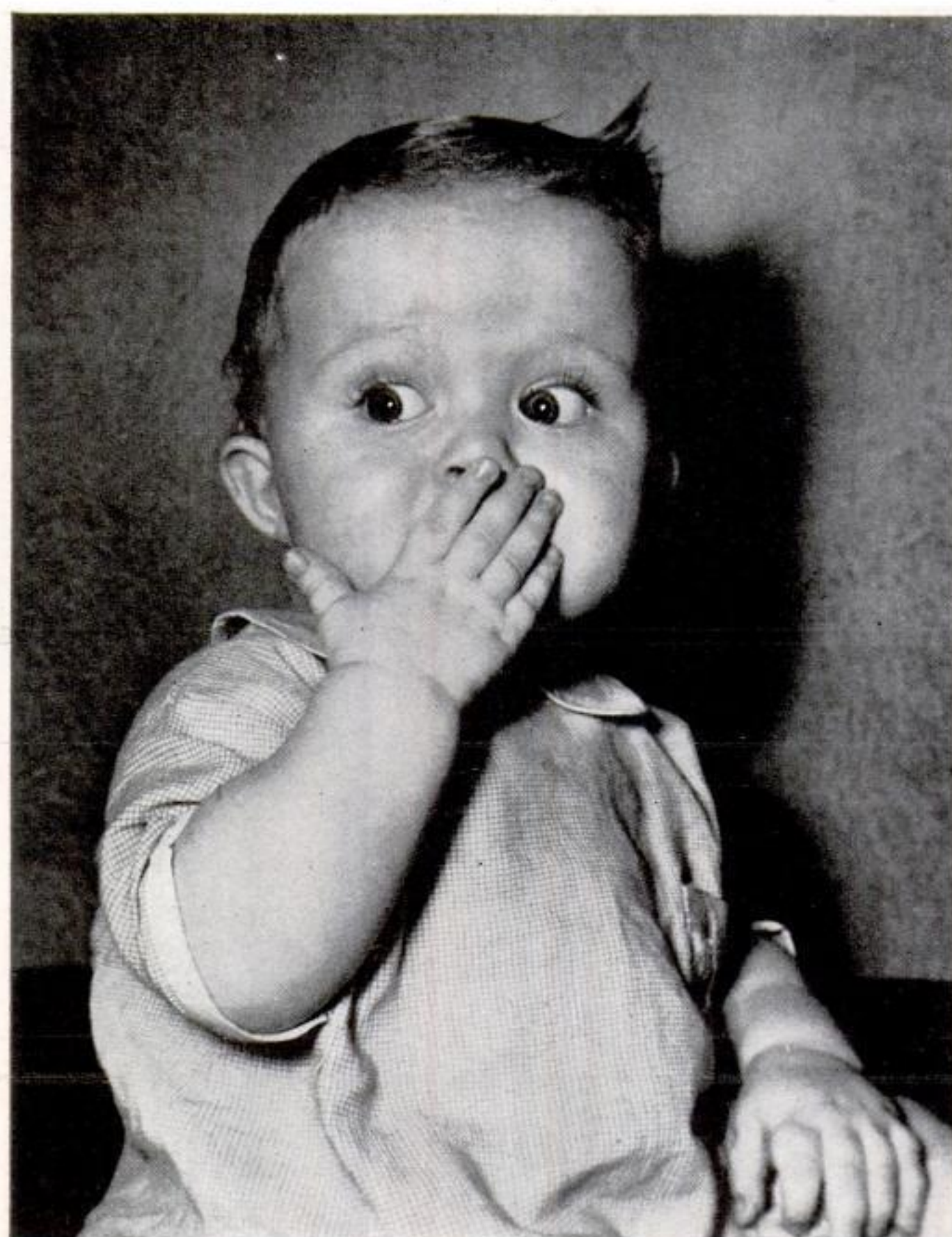
Generous introductory tube of Glider

The J. B. Williams Co., Dept. L-11-22, Glastonbury, Conn., U.S.A. Please send me a free tube of Glider—Williams new "No-Brush" Shave Cream.

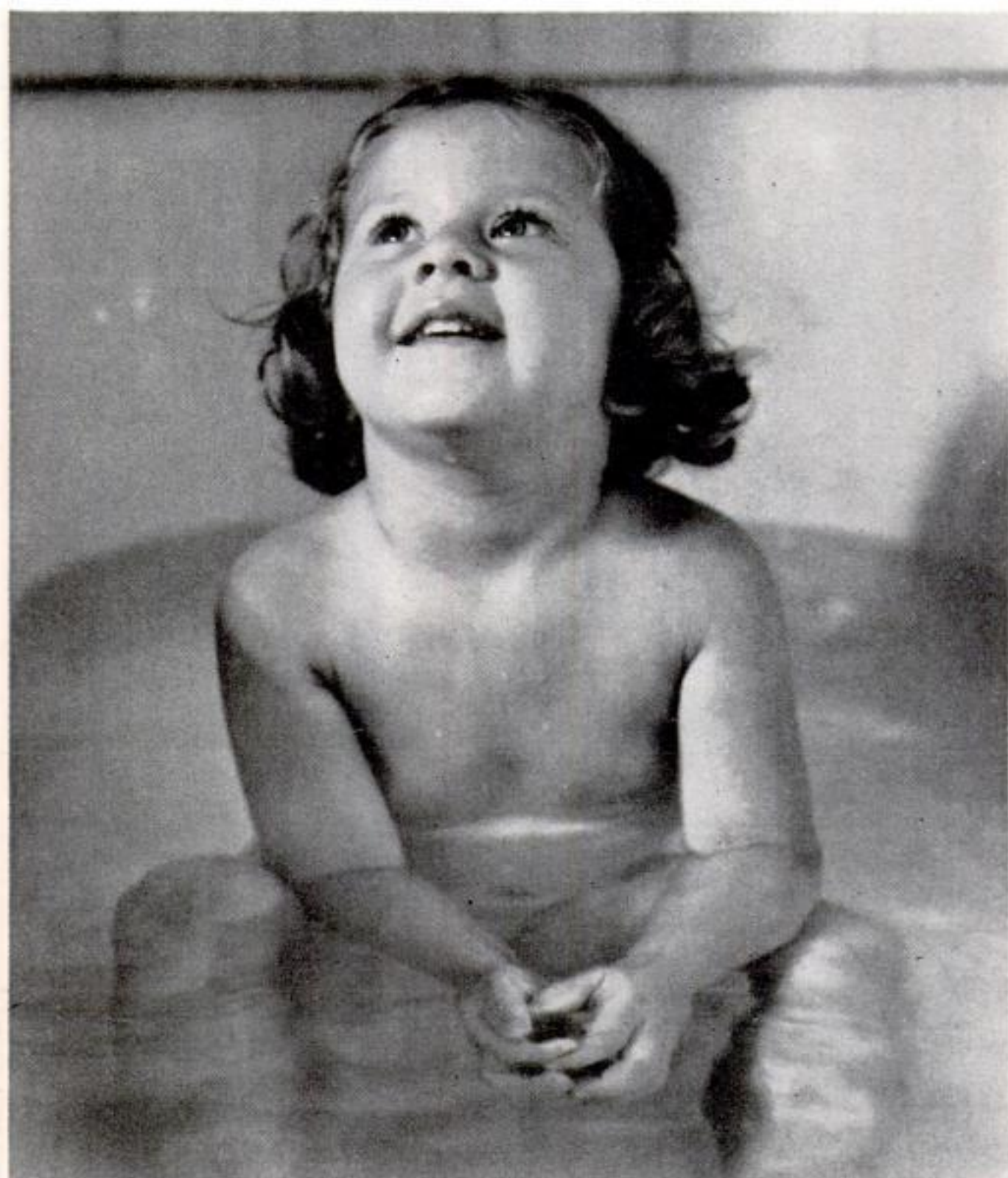
Name _____
Street & No. _____
City & State _____

SPEAKING OF PICTURES

(continued)



Second prize of \$250 for baby pictures in the snapshot contest was won by J. B. Washburn of Des Moines who submitted this picture of his one-year-old son Jimmie.



Third prize of \$100 was won by Joseph F. Dauda of Washington D. C. with this picture of his pretty daughter Phyllis Claire who will be 3 years old next month.

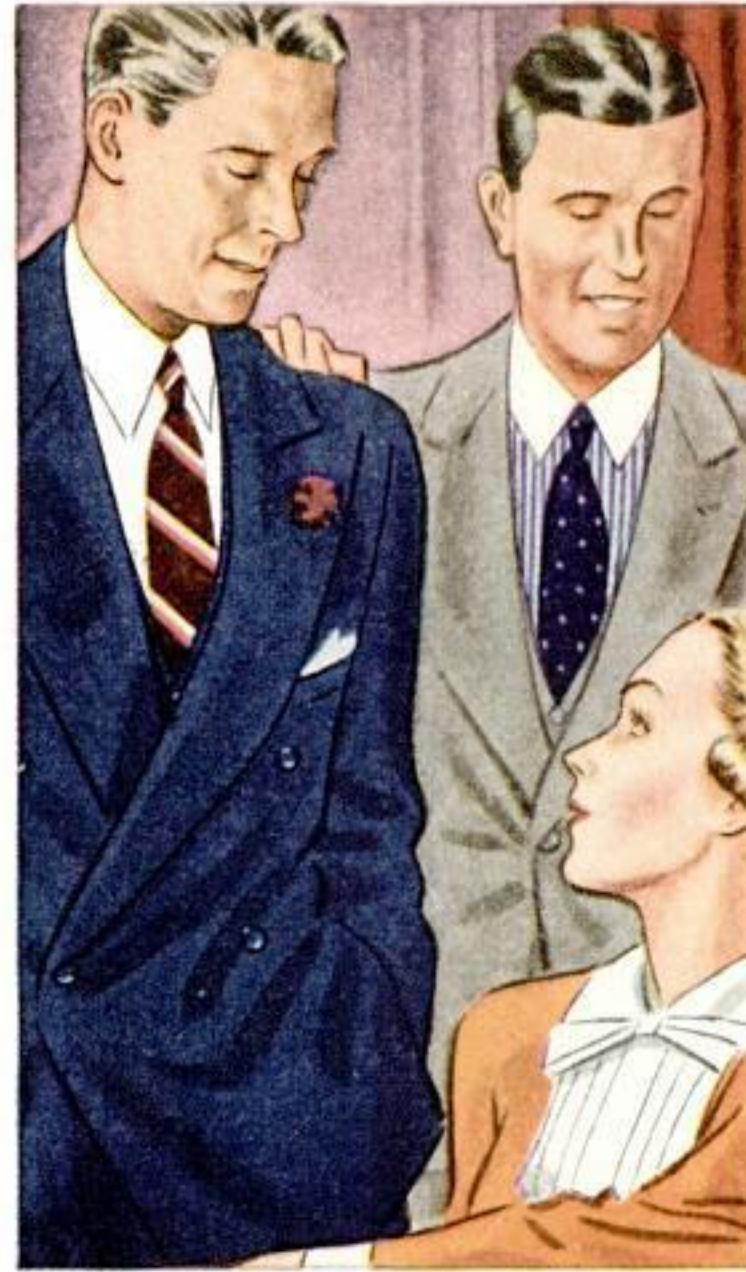
WHAT COLOR SHOULD A TIE BE?



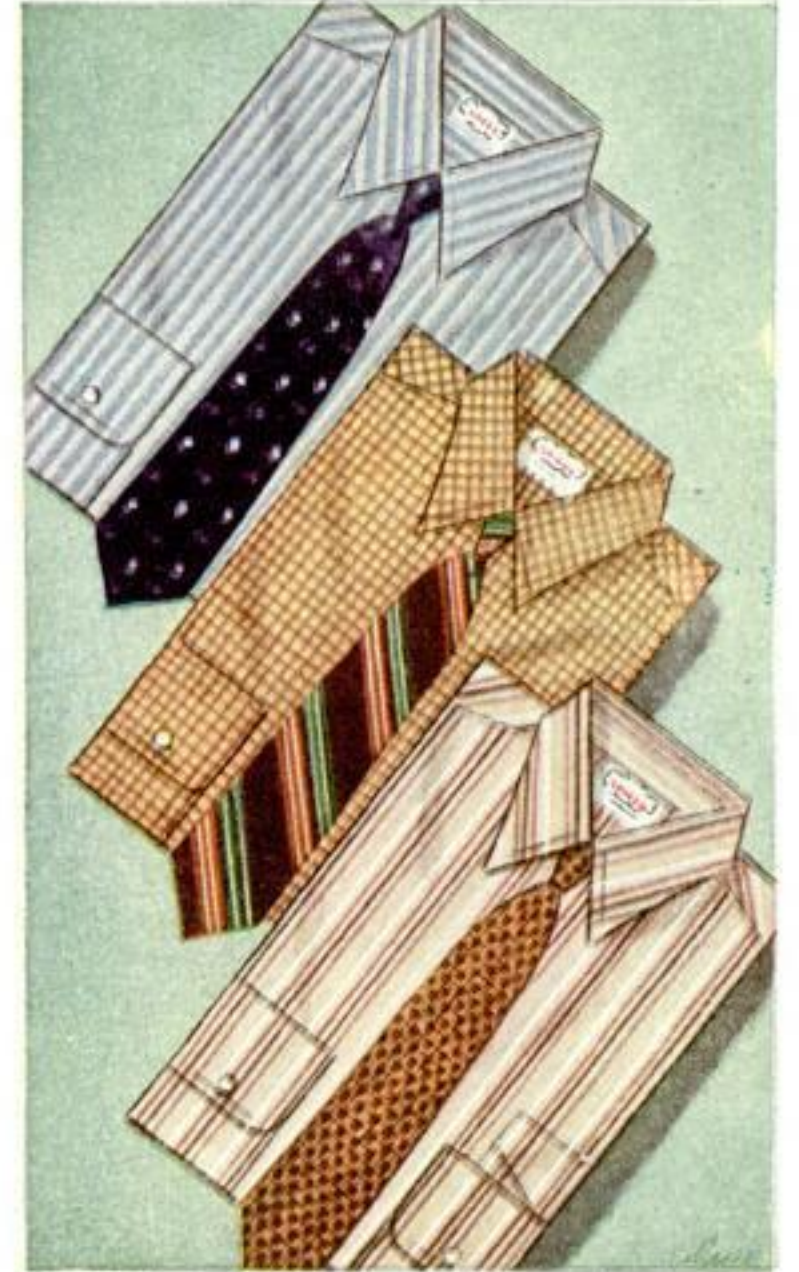
1 Any color. But Arrow—who makes fine shirts and fine ties and has a paternal interest in both—implores you to bring them together harmoniously. For example, red or blue ties team up well with blue shirts. Brown or green ties, with tan shirts. Burgundy or soft blue ties, with gray shirts.



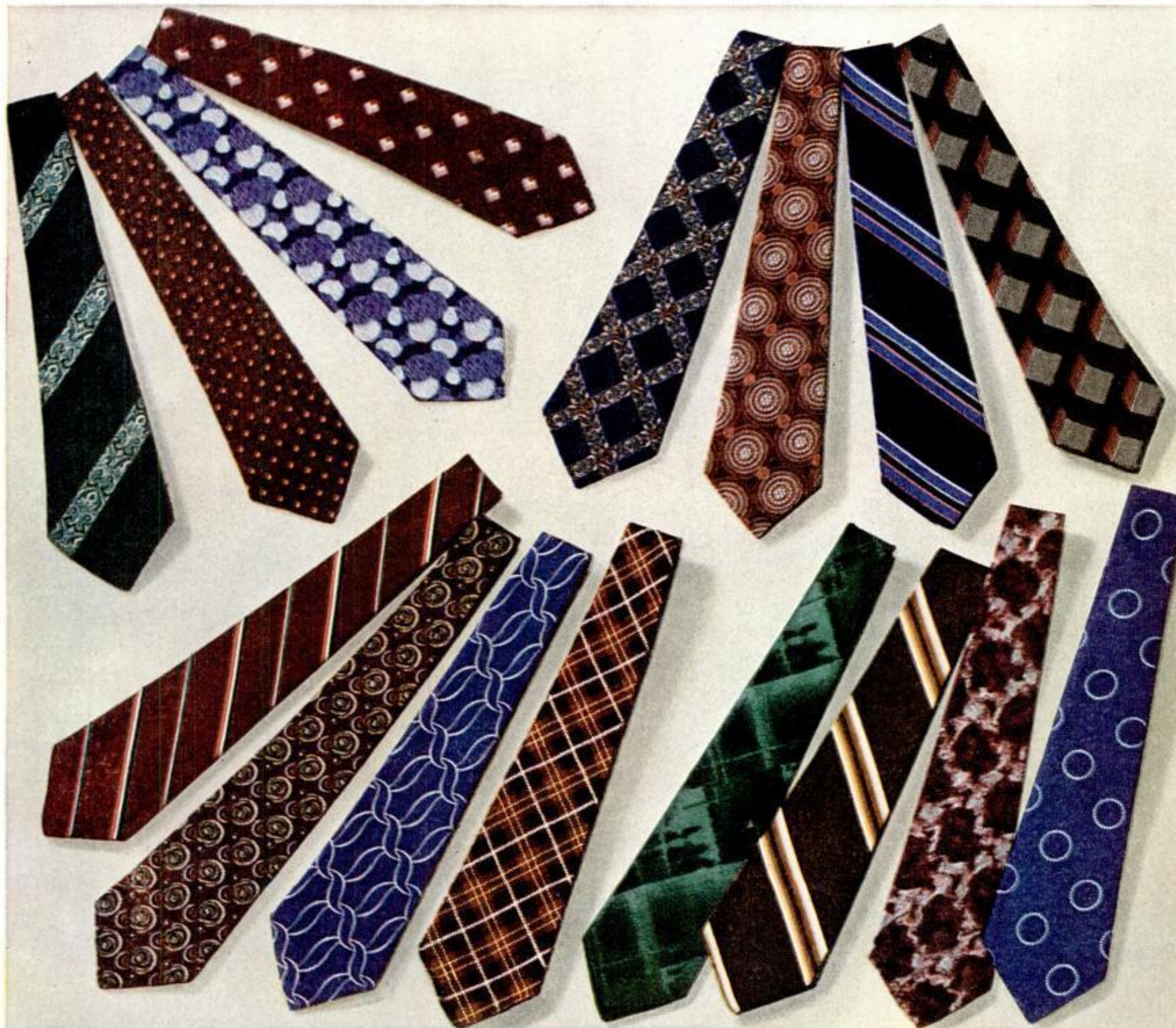
2 You'll find plenty of color—correct, smart color—in Arrow patterned shirts and Arrow ties. But the idea is not to wear them all at once. Wear your boldest ties with your quietest shirts, more subdued ties with heavily patterned shirts.



3 Nearly any tie—plain, striped or patterned—can be worn with a white shirt. Solid colored ties, generally speaking, aren't too happy with solid colored shirts. The plain tie should be worn only with patterned or white shirts.



4 The objective should be . . . contrast, done in good taste. Checked and figured ties with striped shirts, pin stripes and solid colors with checked shirts, etc. This is particularly easy to achieve with Arrow Ties, because *Arrow Ties* are designed to go with *Arrow Shirts*.



\$1.00 and \$1.50

Here are just a few of the new Arrow Ties. They cost only \$1 and \$1.50, and are worth more. See these and the many, many other handsome Arrow

Ties at your own Arrow Dealer's. You'll be happily surprised with what Arrow has done for you. Cluett, Peabody & Co., Inc., Troy, New York.

No ordinary ties, these new Arrow ties.

They are ties whose patterns are selected from thousands of ideas gathered in France, England, Switzerland and America. Ties given the official blessings of the Arrow stylists, canniest of all style bigwigs. Ties with patented Arrow features. Ties featuring every worthwhile improvement known to neckwear men.

Ties whose rich fabrics, expert tailoring, patented features, all around *rightness* make them worth appreciably more than the \$1 and \$1.50 they cost. They're at your Arrow dealer's *now*.



IF IT HASN'T AN ARROW LABEL
IT ISN'T AN ARROW TIE



Don't Wait Too Late!

... cold weather may catch you, too!

DON'T wait for zero weather to change your oil. The zero hour for your oil change is NOW . . . the tag-end of summer oil is the fag-end of lubrication . . . Change to Winter Veedol.

You'll find Winter Veedol now on sale in your neighborhood. In 5 specific ways this modern lubricant is superior to old-fashioned winter motor oil.

Flows more freely. Winter Veedol, either in the 10W or 20W grade, is free-flowing even at 20° below zero.

Starts faster. Will not thicken or congeal at low temperatures. Your best assurance

of fast, safe starting—all winter long. **Protects better.** Veedol's famous "Film of Protection" combats the extreme engine heat of hardest winter driving. Every vital motor part is guarded constantly.

Lasts longer. Made 100% from Bradford-Pennsylvania crude, Winter Veedol has the stamina that means more mileage and longer life from both oil and motor.

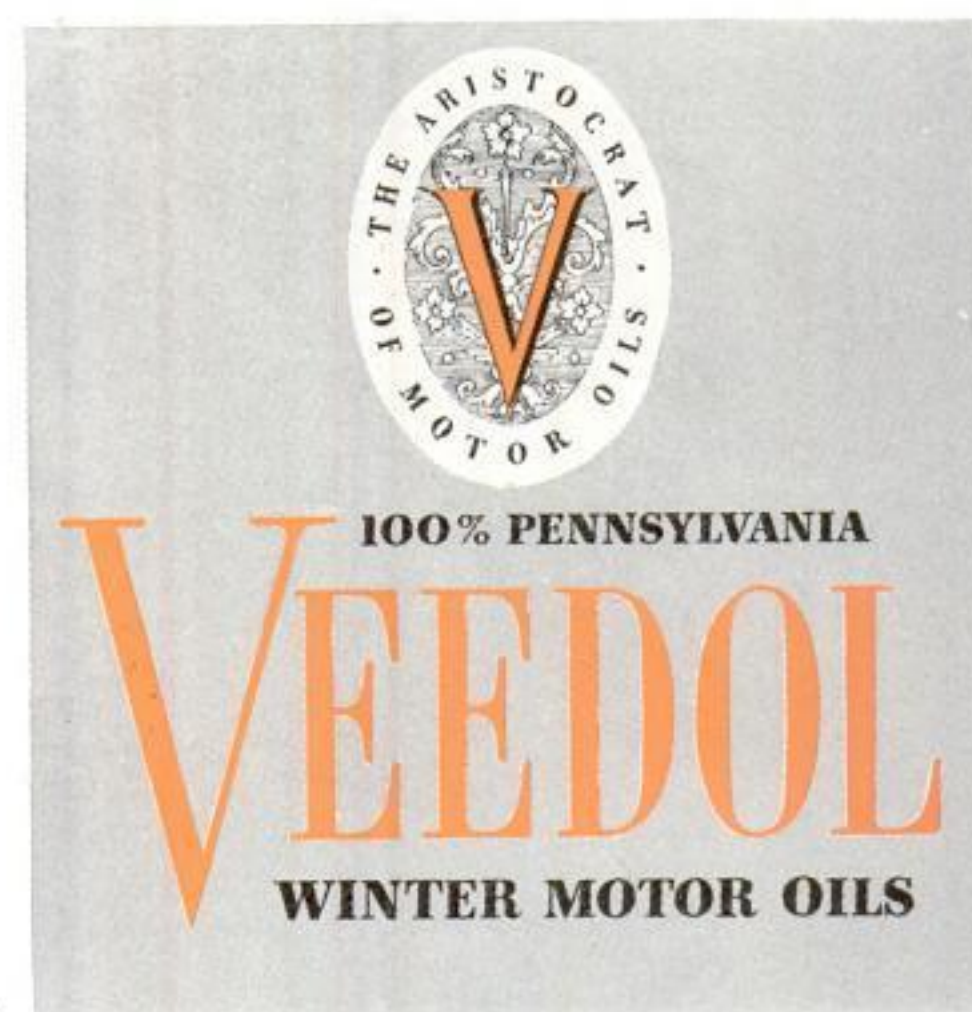
Costs no more. Winter Veedol, free-flowing in any weather, is your greatest aid to fast starting. Yet it costs no more than old-fashioned winter motor oils.

This *winter*, protect your modern motor

with Winter Veedol, "The Aristocrat of Motor Oils". *Don't* wait too late! See your Veedol dealer today!

A PRODUCT OF TIDE WATER ASSOCIATED OIL COMPANY

FREE-FLOWING...FAST-STARTING



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THE PHOTOGRAPH OF THE ONE-YEAR-OLD BABY ON THE FRONT COVER WAS TAKEN BY H. ARMSTRONG ROBERTS. WITH THIS ISSUE LIFE IS ONE YEAR OLD TOO.

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But her ankles and legs — what a pity!
Till her chum said, "Be wiser
Buy Mir-O-Kleer* (Kayser)"
And now she's the toast of the city.

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Advertisement

GOOD PICKIN'S ...



Double-deckers supplant trundle beds, but young-fry still share midnight snacks. These two are unlikely to be troubled by pangs—conscientious or otherwise—since Heinz Fresh Cucumber Pickle is wholesome.



The Drumstick Major leads the way to the pickle jar—and moves right in! No stopping a man when he gets going on these crunchy slices. Every mouthful tastes like more.



After the Big Feast is over, that's when the real feast begins—out on the kitchen table with tidbits off the turkey bones and a fat-cheeked jar of Heinz sliced Fresh Cucumber Pickle. Time was when Thanksgiving night found prowlers in the cellar searching grandmother's pickle shelves for just such crisp, spice-enchanted morsels as are available today under the "57" label. Heinz puts them up according to an old homestead "receipt." Munched with cold meats, on sandwiches, in salads—they're always good pickin's!



Collegians, home for Thanksgiving recess, register approval of a brisk trek up the mountainside, a blazing hearth fire in a snug log cabin, cold turkey and Heinz Fresh Cucumber Pickle. Last named is a universal dormitory favorite because it stays "green as a freshman, crisp as a prom-girl's line."

Any Time is Pickle Time when you bring out a jar of Heinz Fresh Cucumber Pickle. Before, during, after the feast (as an appetizer, relish or a snack) provide this Heinz-made, homemade delicacy. Just like the kind grandmother used to make years ago out in the old farm kitchen.

End of a Perfect Bird—It's Hash—Charleston style, modernized. Add two cups cold turkey to one tin Heinz Cream of Mushroom Soup slightly thickened with two tablespoons butter, three tablespoons flour. Heat. Lawsy, chile!



CHAIRMAN KENNEDY CALLS FOR A NEW AMERICAN MERCHANT MARINE BUILT FOR WAR

The world-traveling merchant marine of the United States of America, once the greatest seagoing nation on earth, is a flop, a mess and a headache. It includes a few well-run lines, with a handful of up-to-date ships. But as a whole it is badly managed, shockingly ill-manned, and so uniformly old and outmoded that it is about to go in mass to the scrap heap. To replace it with an efficient fleet will cost American taxpayers at least 25 million dollars a year for an indefinite number of years to come. The reason taxpayers, and not shipmasters, must and will pay that impressive sum is to prepare for war.

Such was the substance of an astonishing report issued Nov. 10 by Chairman Joseph P. Kennedy (*above*) of the U. S. Maritime Commission. In some ways, it was the most extraordinary official document in U. S. Government history. It was clear, concise, readable. It was hardheaded. And it was brutally frank.

Less was not to be expected of Joe Kennedy. As chairman-organizer of SEC, that dynamic, freckled-faced Boston Irishman, one of the rare Big Businessmen still loyal to Franklin Roosevelt, had already proven himself a New Deal ace.

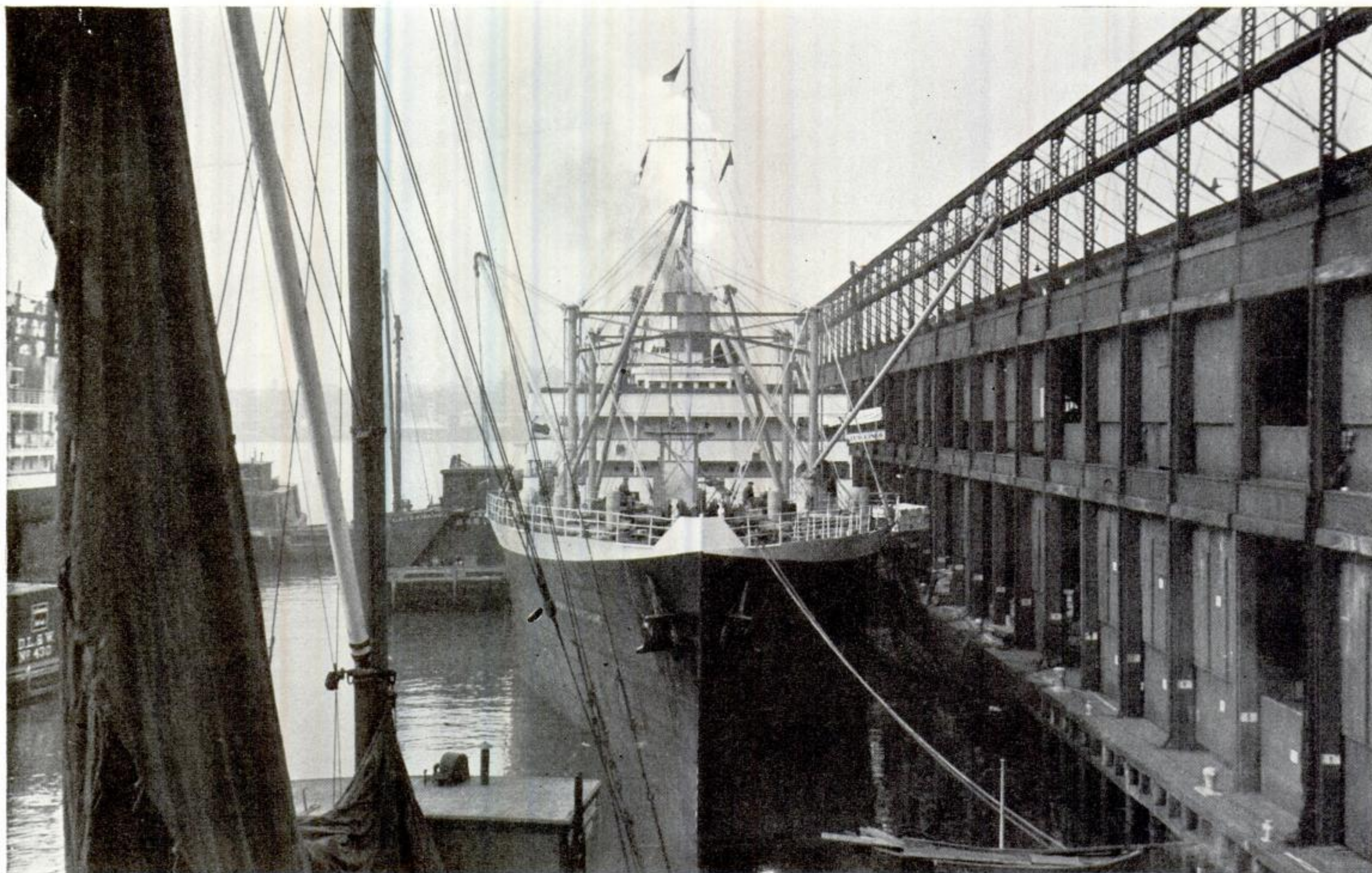
Chairman Kennedy's job and his Commission's report are concerned solely with ships in foreign trade, since they alone need to be subsidized against foreign competition. He concludes that American ship lines, because of high building and operating costs, must have subsidies of at least \$25,000,000 a year to survive. Why, then, must the U. S. have a merchant marine at all, when plenty of foreign ships are ready to carry its goods in world trade? Two of Chairman Kennedy's answers have to do with war. One, in case of war abroad, is to prevent a repetition of 1914, when warring nations suddenly withdrew their ships and left America's trade goods piled up on its shores. The other, and more important, is that if the U. S. goes to war, the Navy will require a first-rate merchant fleet readily convertible into troop and supply ships.

Even with subsidies, Chairman Kennedy does not expect much outside capital to be risked in the new merchant marine. He hopes present shipowners will protect their investments. If they do not, the only alternatives he sees are Government ownership and private operation, or Government ownership and operation.

America is the greatest exporting nation in the world

The U. S. normally sells 10% of its movable goods abroad. First in exports, it is topped in value of imports only by the United Kingdom. With Recovery and Secretary Hull's reciprocal-trade treaties, its foreign commerce is definitely on the upgrade. This year

it is selling the rest of the world more than \$3,000,000,000 worth of goods, against last year's \$2,416,000,000. To provide best shipping service for that commerce, as well as to safeguard it against war, Mr. Kennedy wants American ships to ply 23 world trade routes.



AT ITS NEW YORK DOCK THE S. S. AMERICAN MERCHANT, SAILING NOV. 12, TAKES ON A CARGO OF U. S. GOODS (BELOW) FOR ENGLAND



Raw cotton is the No. 1 American export. More than half the crop is sold abroad. In industries like cotton, Mr. Kennedy points out, foreign trade is the key to riches or ruin.



Automobiles to the number of 280,000 went from U. S. factories to foreign lands in 1936. Automobile parts and accessories (\$240,000,000 worth last year) are No. 4 export.



Fruits (foreground) & nuts are No. 7 U. S. export. Other leaders are machinery, petroleum, tobacco, chemicals, iron & steel, coal & coke, copper. In the crane: old paper.



U. S. bottoms grow old together

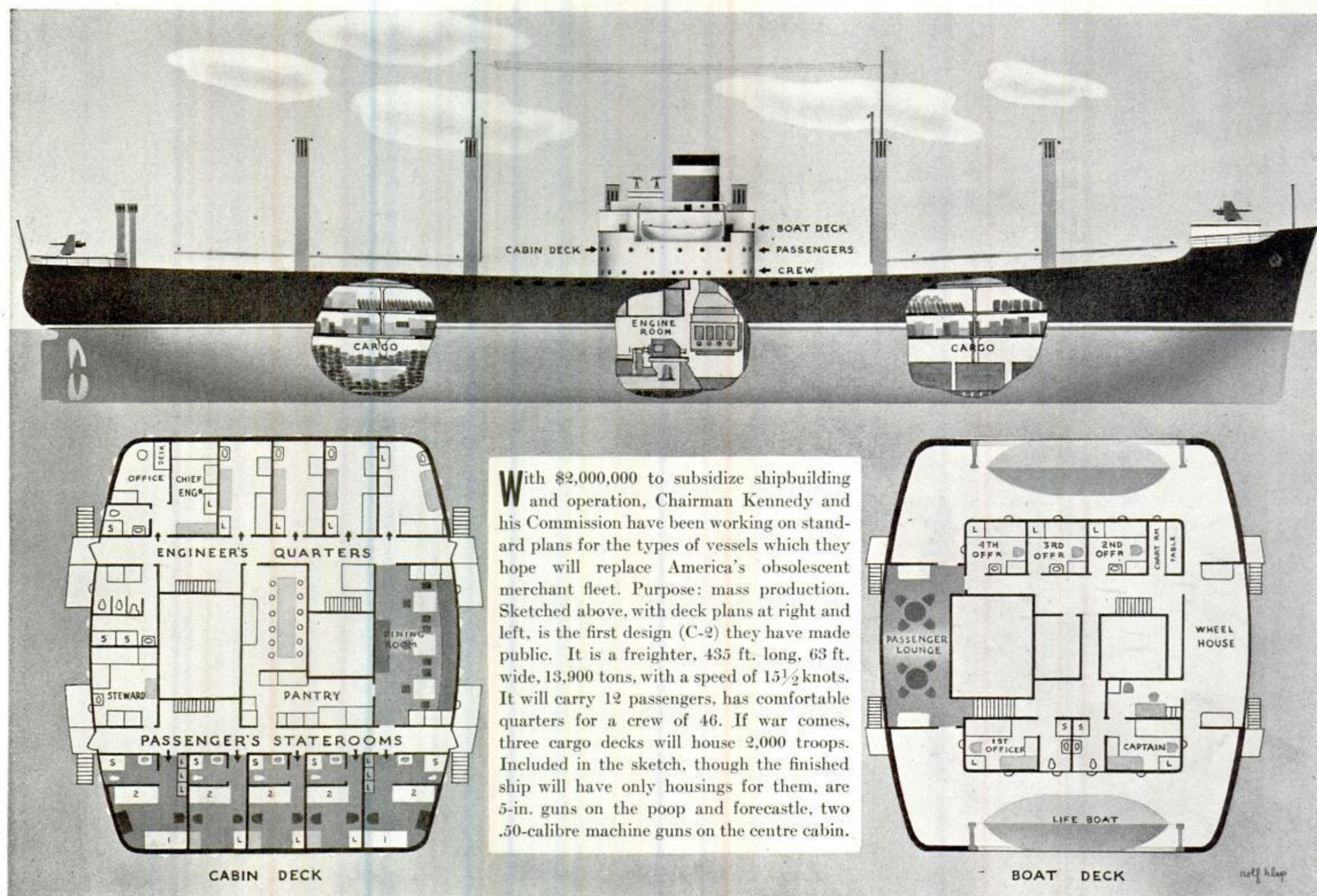
Above, an American Export Liner lies in the roadstead off Jaffa, Palestine, unloading cargo into lighters. Like most of the comparatively prosperous Export Line's vessels, it was built at Hog Island sometime between 1917 and 1922. Greatest in history, the Wartime shipbuilding spurt which pro-

duced it also produced the great bulk of the present American foreign-trade fleet. A ship is good for only about 20 years. Says the Kennedy report: "The American Merchant Marine, unfortunately, was built as a unit; the American Merchant Marine, unfortunately, is about to obsolesce the same way."

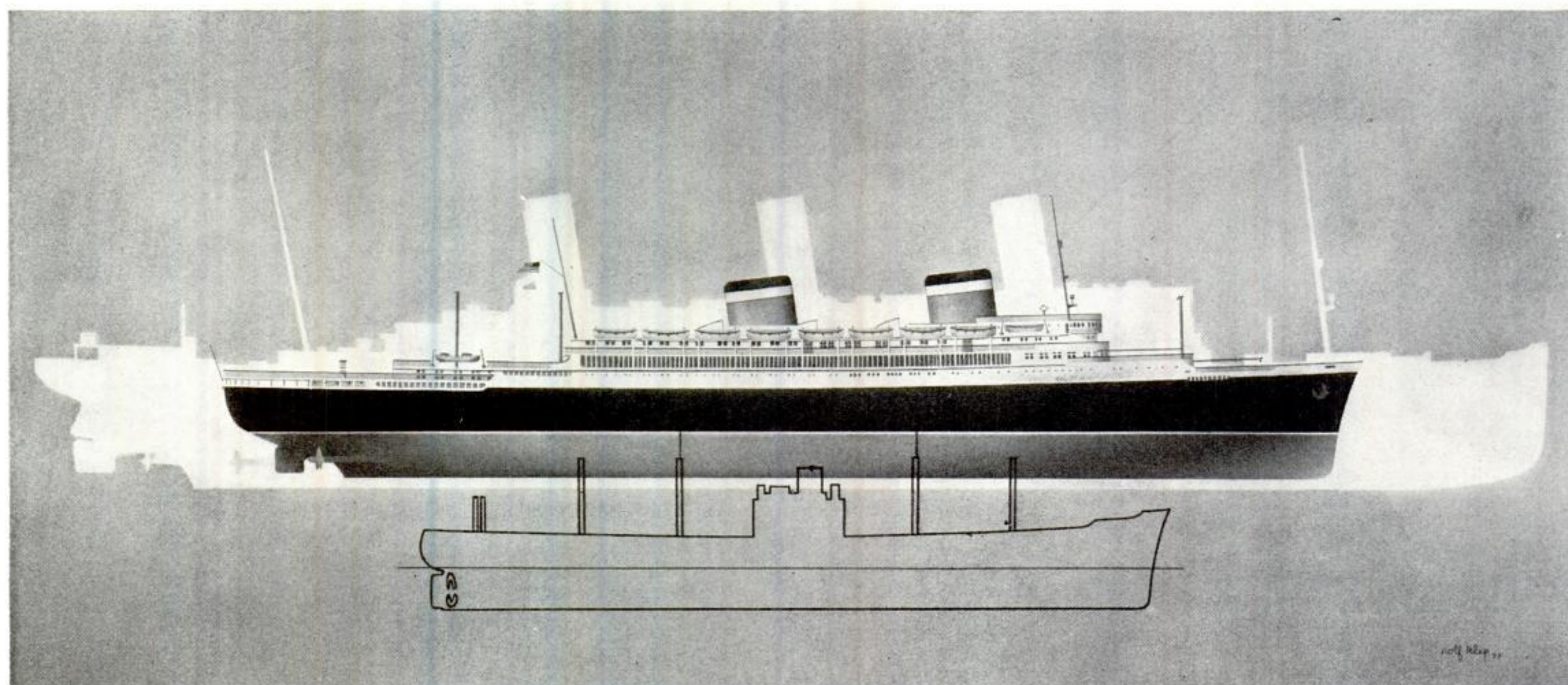
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Merchant Marine Needs New Ships: These are Kennedy's Blueprints



Transoceanic Flying Dooms Superliners Like Queen Mary and Normandie



First liner to be built under the Merchant Marine Act of 1936 which Chairman Kennedy administers is drawn in scale (above) against a silhouette of the *Leviathan*. (Outlined below is the freighter shown at top.) Owned by the new ship's builders, the United States Lines, the *Leviathan*

is up for sale as scrap to help pay for its modern successor (*LIFE*, Oct. 11). The new ship, to be constructed by Newport News Shipbuilding & Dry Dock Co., will be 723 ft. long against the *Leviathan's* 908 ft., carry 1,200 passengers against the *Leviathan's* 3,387, cost $\frac{1}{3}$ to $\frac{1}{2}$ as much as

a new *Leviathan*. Chairman Kennedy strongly "advises against" (i.e. forbids) building any superliners like the *Leviathan*, *Queen Mary* or *Normandie*. He believes that in a few years airplanes will be carrying passengers across oceans at six times a superliner's speed and at half the fare.



**Merchant Marine needs new men:
Kennedy asks training like this**

Above, cadets of the California Nautical School in San Francisco Bay, which trains Merchant-Marine officers, hold lifeboat drill. Chairman Kennedy reports that American Merchant crews, largely be-

cause of oppressive, reactionary management, are rife with incompetence, impertinence, insubordination. Recommending more training schools, he observes: "Safety at sea is based upon order and discipline."

CONTINUED ON NEXT PAGE

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A Great Domestic Fleet Keeps the Harbors of America Churning

When Chairman Kennedy discusses the humbling of America's merchant pride on the high seas, a prime point for Americans to bear in mind is that he is talking only about U. S. ships engaged in foreign trade. America is still a great shipping nation, its total merchant fleet surpassed only by Great Britain's. But the bulk of America's ships now ply its coasts and inland waterways in domestic trade. Of the total freight carried in American commerce, 80% goes

by train, 6% by truck, and 14% still goes by boat. But foreign trade employs only 3,859 of the 18,495 seaworthy U. S. commercial ships.

Domestic commerce, plus foreign ships engaged in U. S. trade, keep U. S. harbors among the busiest in the world. The pictures on these pages were painted for FORTUNE by Paul Sample (LIFE, Nov. 15) with a detailed clarity surpassing the camera. Omitted is New York Harbor, far & away the nation's greatest port.



SEATTLE

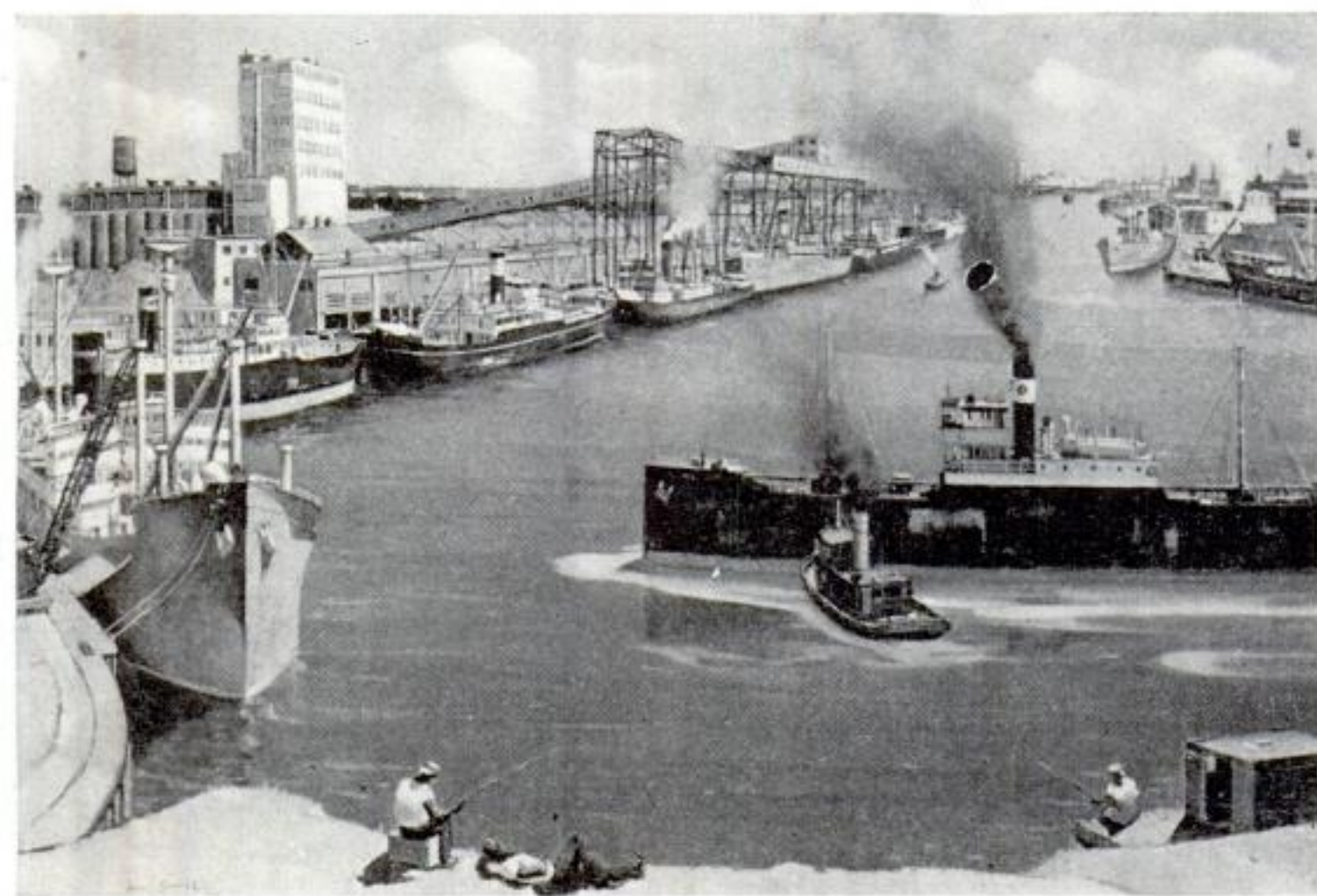
Competitive freight zones, making for slow and costly shuttling between railroad terminus and pier, have hampered Seattle's port growth. Nonetheless, it has become the

chief funnel for the Northwest's lumber, grain and apples. Most of Seattle's shipping is coastal. Foreign and inter-coastal trade together are only one-eighth of total traffic.



BOSTON

No. 8 American port, Boston's misfortune is that ships are apt to arrive full and leave empty. New England's imports of wool, sugar, oil, gasoline, etc., far exceed its exports.



HOUSTON

Houston is an inland city, but a 25-mile channel through Galveston Bay plus a 25-mile canal have opened it to the Gulf, made it No. 2 U. S. port. Chief exports: oil and cotton.



BALTIMORE

To cheap freight rates from the Midwest on its Baltimore & Ohio Railroad, Baltimore owes its position as a vigorous, growing port competitor of New York and Philadelphia.



LOS ANGELES

Los Angeles Harbor, dredged out of a great expanse of mud 20 miles from the city, claims to be the No. 1 terminus of shipping between the East and West coasts of the U. S.



NEW ORLEANS

Fifty miles of Mississippi mud make New Orleans' waterfront. And revival of slow transport on the great river has put New Orleans far above other Gulf ports, not in volume,

but in dollar value and variety of commerce. Publicly owned by the terms of the Louisiana Purchase, New Orleans is one of the major publicly-operated ports of the world.

CONTINUED ON NEXT PAGE

LIFE ON THE AMERICAN NEWSFRONT: PUNDIT'S SECRETARY BECOMES NATIONAL SYMBOL



Attacking the Social Security Tax, Pundit Mark Sullivan (left) declared that it was the business not of the Government but of his secretary Miss



Mabel Shea (centre) to provide for her old age. When Correspondent James L. Wright (right) of the Buffalo Evening News twitted the President about Miss Shea, Mr. Roosevelt retorted that Mr. Sullivan apparently would give his secre-



tary freedom to starve after 65. Said Miss Shea: "I think the Social Security system is a good thing. I am wholly a New Dealer."

TWO GENERALS AND CLUBWOMEN ENLIST IN ANTISYPHILIS WAR



General Hugh S. Johnson lost a skirmish in the current crusade against venereal diseases when N.B.C. officials kept his speech off the air.



Clubwomen of Montclair, N. J., gave impetus to the drive by letting cameramen photograph them taking Wassermann blood tests during Health Demonstration Week (Nov. 8-13). Physicians co-operated by administering tests without charge.



General John J. Pershing returned from France prepared to lead the antisiphilis campaign of American Social Hygiene Association.

FAMOUS FRATERNITY BROTHERS CELEBRATE 50 YEARS IN SIGMA CHI



On Nov. 10, 1887, George Ade (left), future humorist, induced John T. McCutcheon (right), future cartoonist, to accept pledge ribbons of Sigma Chi fraternity at Purdue University.



In 1931, famed Cartoonist McCutcheon of the Chicago Tribune won the Pulitzer Prize of \$500 for the above cartoon, entitled: "A Wise Economist Asks a Question."



On Nov. 10, 1937, 50th Anniversary of McCutcheon's joining the fraternity, Brother Ade (left) toasted Brother McCutcheon (right) at a dinner given by the Sigma Chi Alumni Club.

LIFE ON THE AMERICAN NEWSFRONT: THE U. S. NAVY GETS A NEW "CINCUS"



Admiral Claude C. Bloch has been named by Navy Dept. as commander in chief of U. S. Fleet (CINCUS), effective Feb. 1. Spanish-American War hero, he is 59, Kentucky-born.

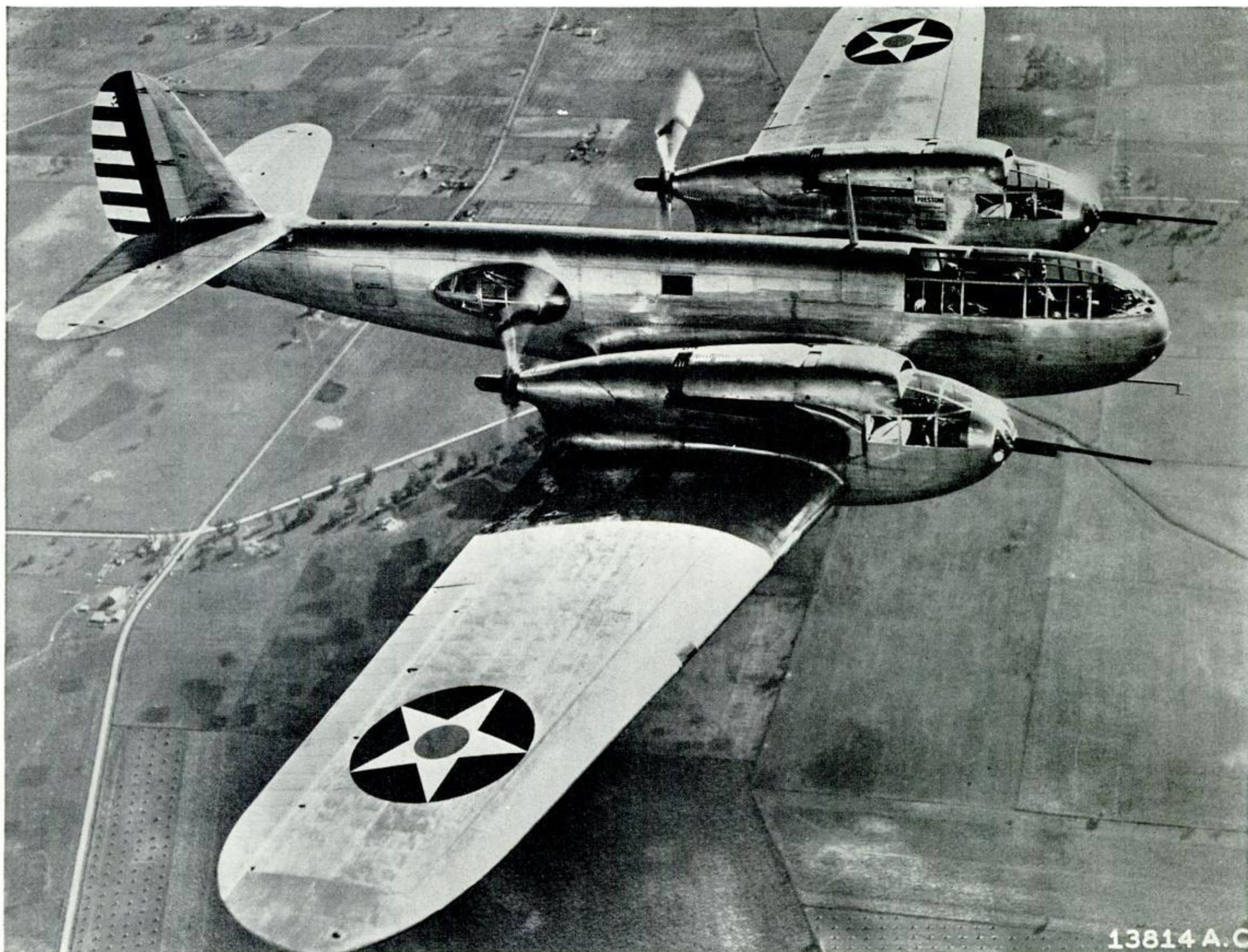


Vice Admiral Edward Clifford Kalbfus succeeds Admiral Bloch as commander of the Battle Force. A native of Mauch Chunk, Pa., he is 59, likes to sing old sea chanteys.



Rear Admiral Ernest J. King will become commander of aircraft of Battle Force. Since 1933 he has headed Bureau of Aeronautics. Ohio-born, he is 58, has seven children.

THE U. S. ARMY TESTS ITS NEW TIGER OF THE SKIES



The Airacuda, an experimental bi-motored fighter built by Bell Aircraft Corp. of Buffalo, is being tested by Army pilots at Dayton, Ohio. As fast as any pursuit plane now

in use, the *Airacuda* is reported capable of flying at least 300 miles an hour, soaring to altitudes in excess of 30,000 feet. Its most notable features are two 37 mm. guns that

can throw 1-lb. high-explosive shells two miles; two .50-calibre (1½ in.) guns on each side of the centre fuselage; pusher propellers mounted behind the twin Allison engines.

13814 A.C

LIFE ON THE AMERICAN NEWSFRONT: NEW YORK'S "P. R." ELECTION "STINKS ON ICE"



IN THIS MANHATTAN ARMORY AND FOUR OTHERS LIKE IT, 7,000 COUNTERS HAVE BEEN DALLING, TALLYING NEW YORK'S "P. R." VOTE SINCE NOV. 3

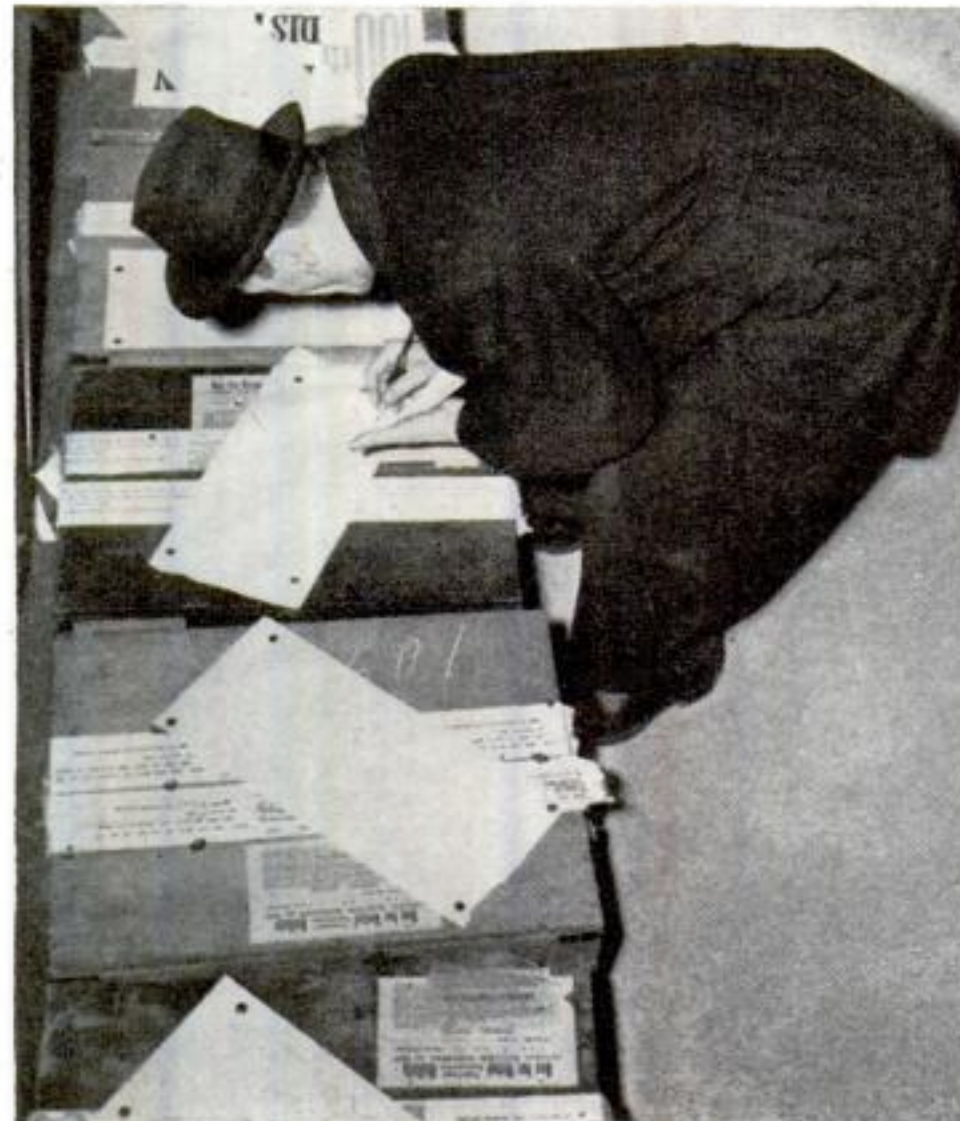
On Nov. 2, New Yorkers thumped down the levers of voting machines, thereby incorruptibly recorded their preferences for Mayor and other municipal officers. Then for the first time in the city's history they chose councilmen under the system of Proportional Representation, which gives a voice to minorities. Each voter numbered his preferences among the candidates on a paper ballot. All choices expressed carried some weight in determining the make-up of the Council.

Tammany Hall savagely fought "P.R." from the first because it pooled

electoral sentiment instead of keeping it in local districts. When the election was over, flagrant attempts were made to sabotage the count. Ballots were tampered with. Counters loafed on the job at \$10 a day. Eventually, Mayor LaGuardia placed a police guard over the count. Boxes were impounded. Counters were arrested. By Nov. 12, less than 25% of the ballots had been counted and newspapers were inveighing against the Board of Elections. "Scandalous incompetence!" declared the *Herald Tribune*. Remarkd the *News*, "A burlesque that stinks on ice!"



Blank columns on the big board indicate that not even preliminary figures had been tallied three days after election.



Impounded ballot boxes, wherein evidences of fraud have been discovered, are marked "Don't touch" by a detective.

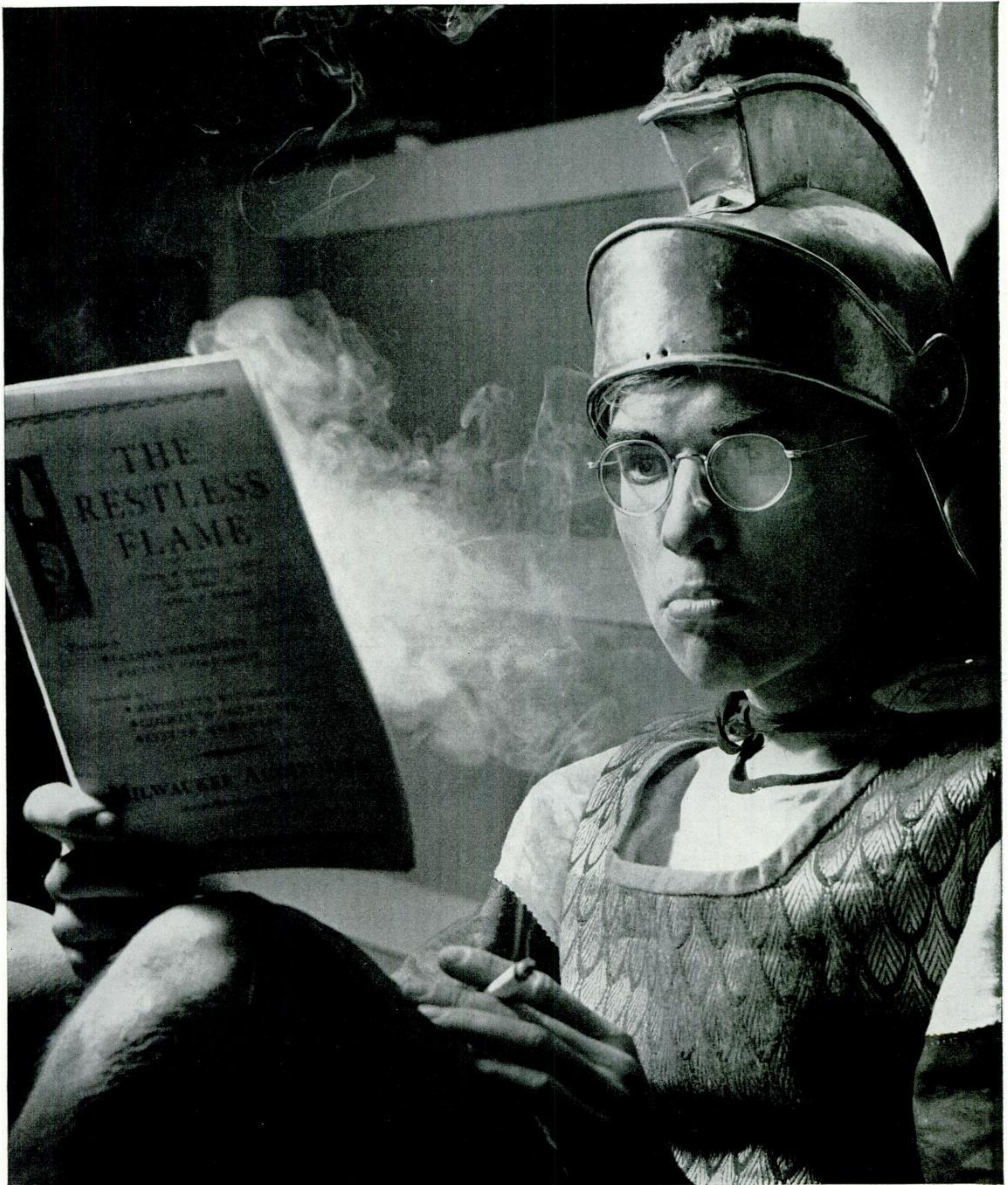


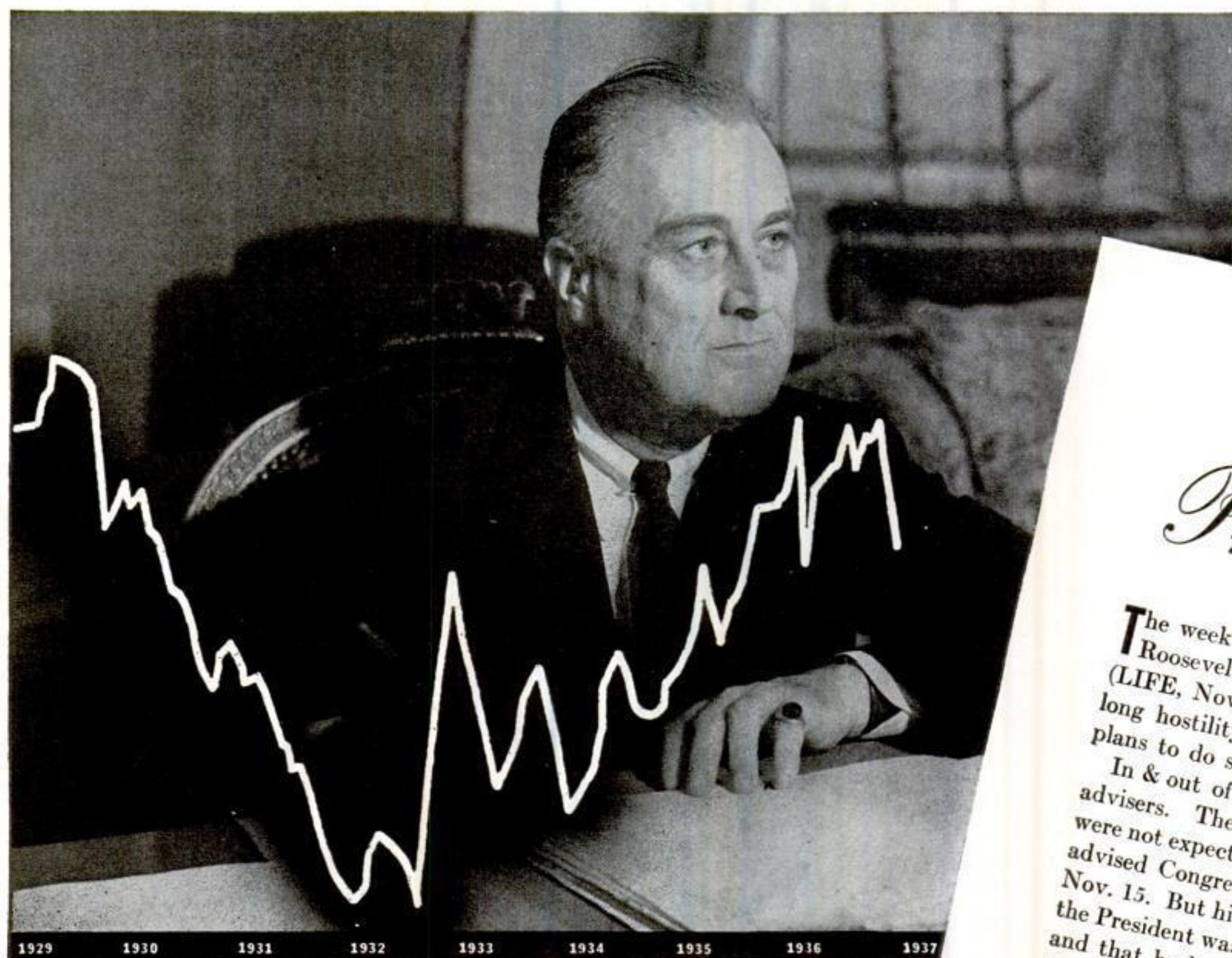
Arguments have marked the P.R. counting since it began. In center (above) is Tammany's irascible John T. Dooling.

LIFE ON THE AMERICAN NEWSFRONT: MARQUETTE'S RESTLESS FLAME BURNS IN MILWAUKEE

Jacques Marquette was a French Jesuit missionary who in the 17th Century explored America's Midwest, died near the eastern shore of Lake Michigan. Last week 1,000 citizens of Milwaukee presented a pageant to commemorate the 300th Anniversary of Father Marquette's birth. Mak-

ing no attempt to depict the explorer's personal history, the production set forth the "restless flame" that in different ages lured Greeks, Vikings, Spaniards into unknown seas. *Below*, John Gallen, as a soldier of Carthage, relaxes between scenes with the pageant program and a cigaret.





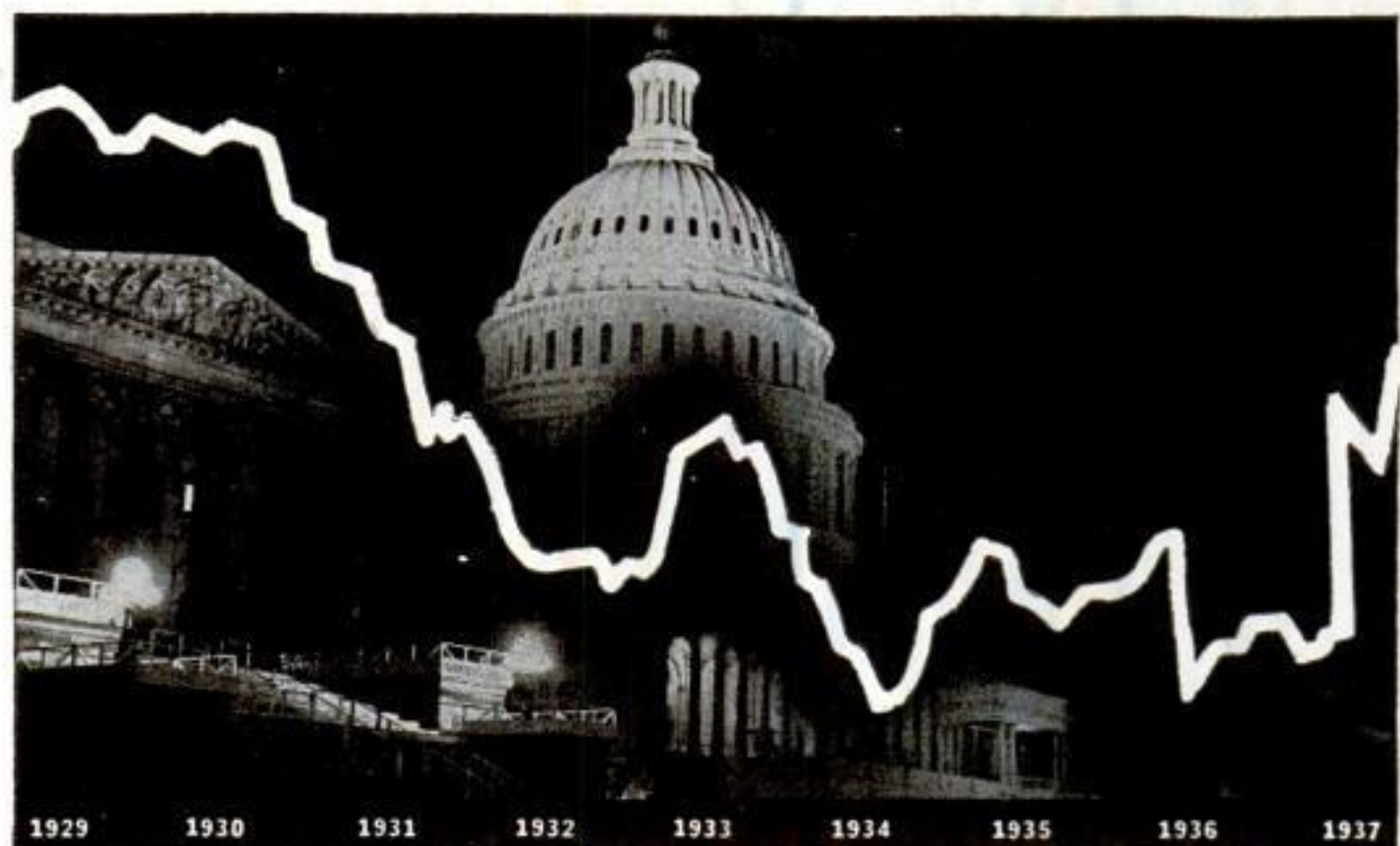
The state of business in general is here graphed across the President's chest. What worries him is the line trailing off down his left sleeve. It represents the Slump of 1937.

The President's Album

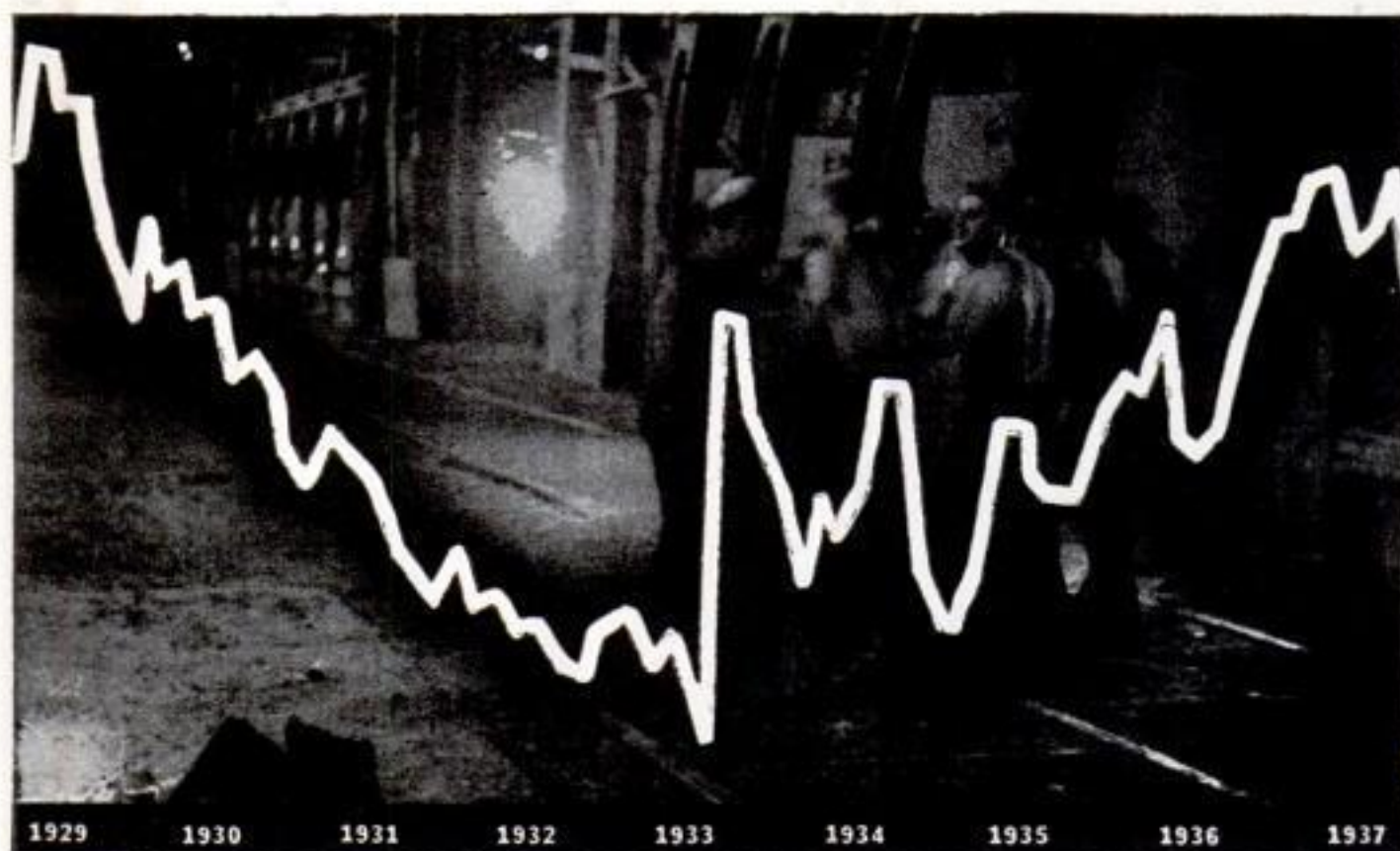
The week of Nov. 8 was the one in which President Roosevelt officially recognized the Slump of 1937 (LIFE, Nov. 1) and, showing signs of moderating his long hostility to Business, got publicly busy making plans to do something about it.

In & out of the White House all week long trooped advisers. The specific conclusions of their conferences were not expected to be made known until the President advised Congress what to do in his opening message, Nov. 15. But his callers made no secret of the fact that the President was genuinely concerned about the Slump and that he hoped to remedy it not by more Federal spending but by revising taxes and otherwise encouraging private capital. Encouraging were reassurances voiced by his aides during the week, notably Secretary Morgenthau's plump for budget-balancing.

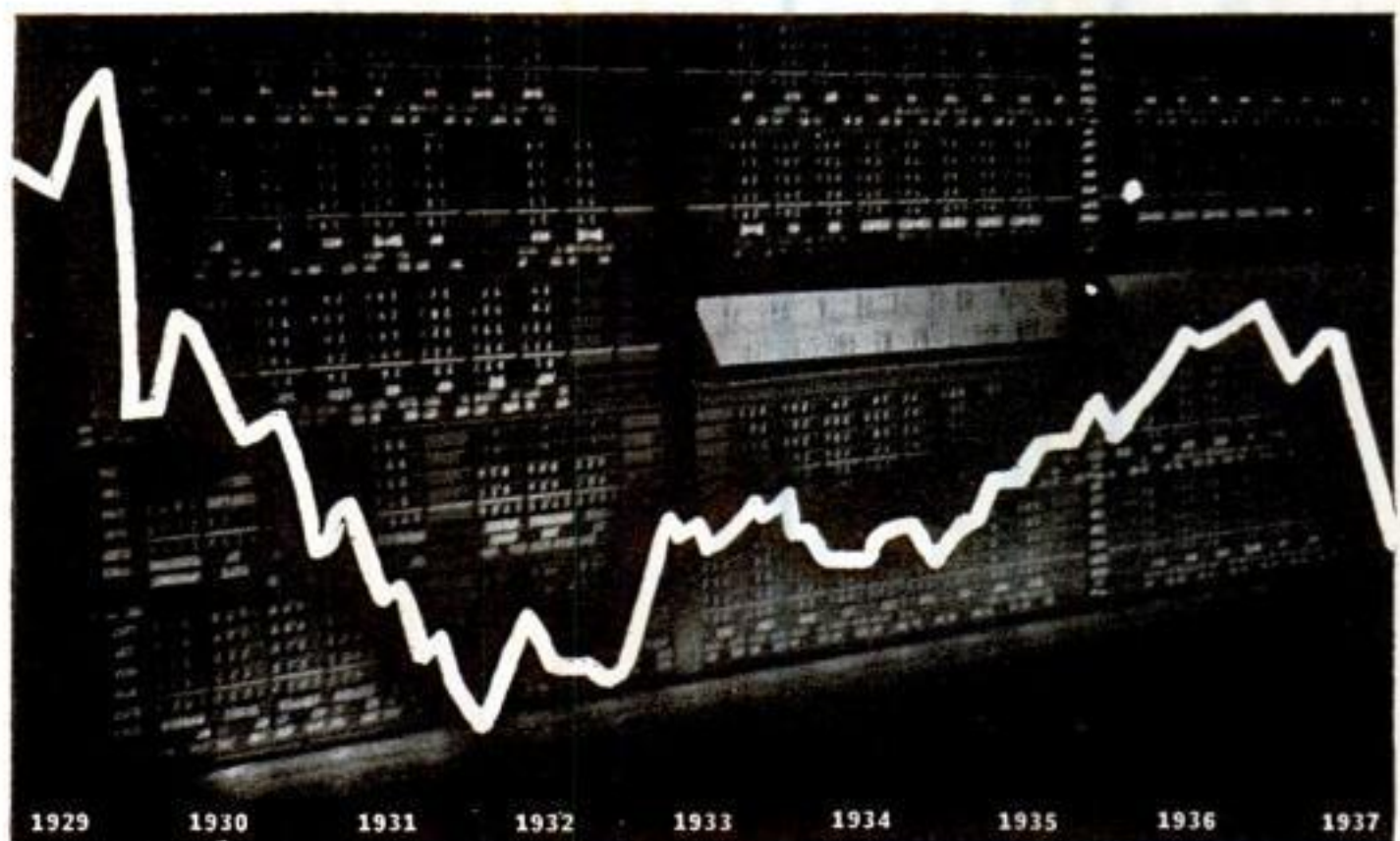
In the picture-graphs on these pages you see the Slump damage as measured in standard business indices.



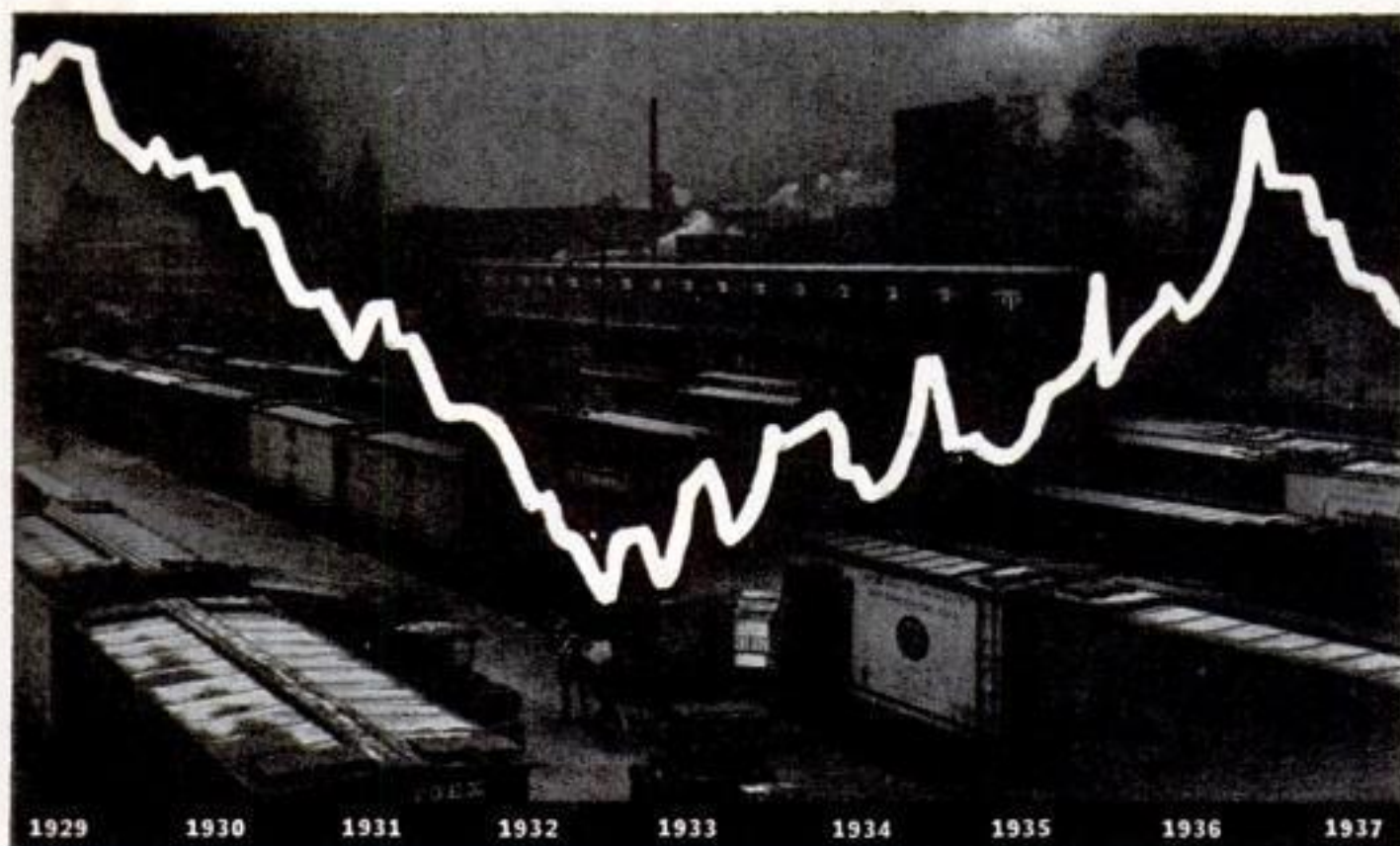
Federal spending. This line shows the U. S. budget climbing back toward balance. Some observers blame the Slump partly on too-quick cutting of Government spending.



Steel production, booming early in the year, has been halved in the past two months. Steel accurately reflects the slump in automobiles, railroad buying and construction.



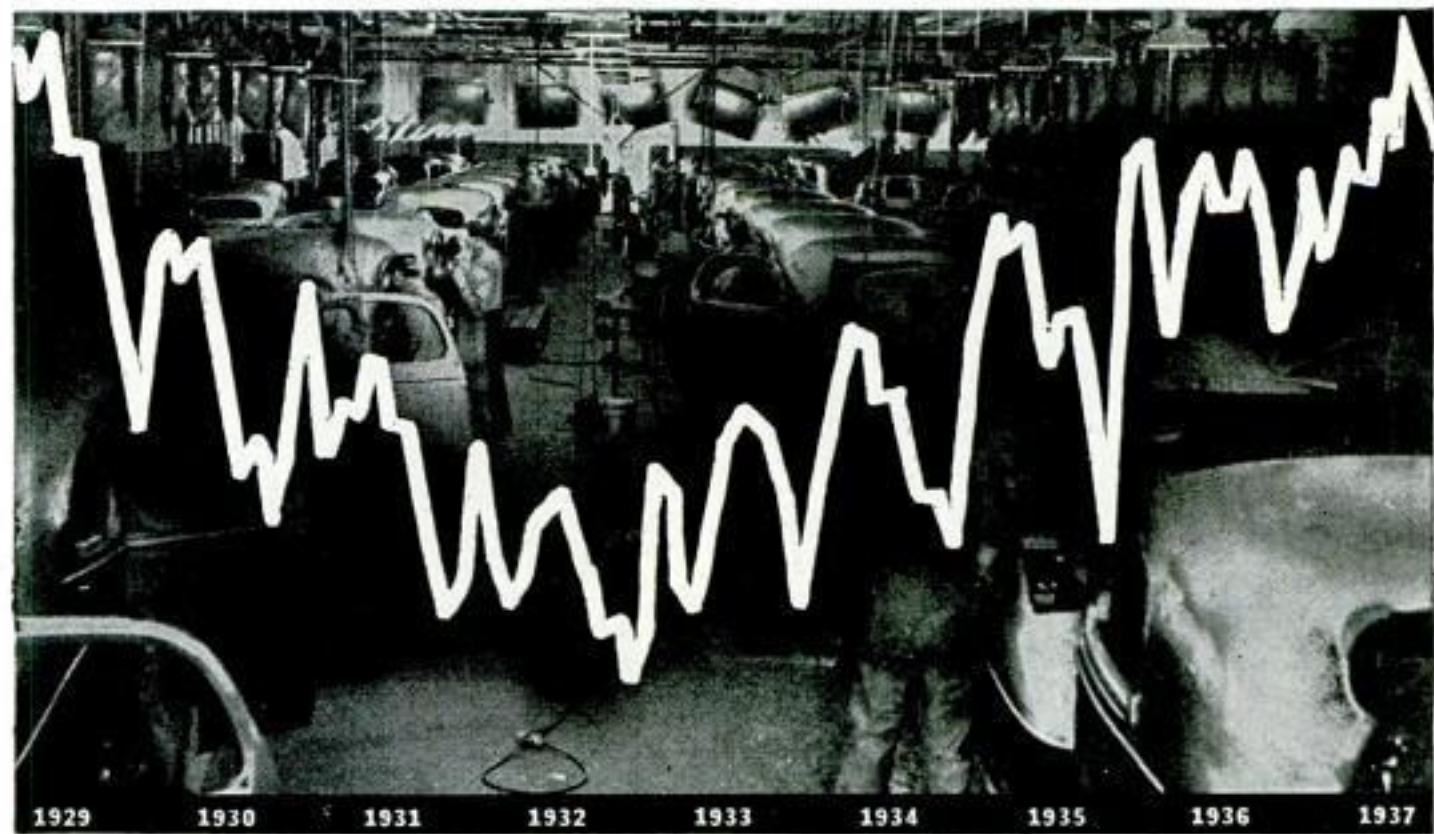
Stock prices. Though the disastrous slump which culminated in the brief panic of Oct. 18-19 has been checked, stock markets have yet made no substantial recovery.



Carloadings, a favorite business index because they reflect the movement of trade, have slumped 16% since June period. Off in October were grain, coal, other stand-bys.



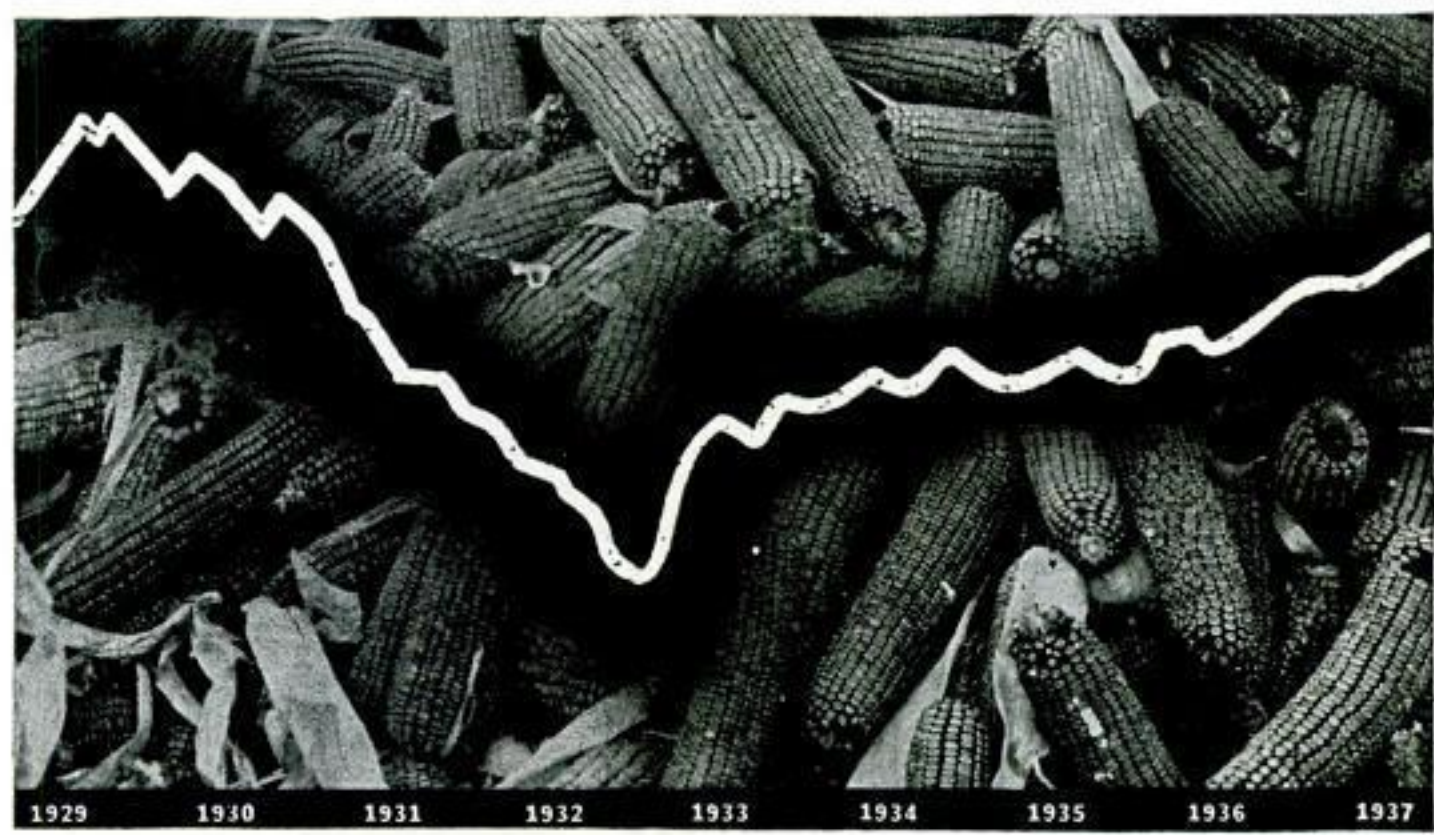
Manufacturing employment, highest since 1929 last August, has not fallen sharply. But WPA Administrator Hopkins expects a rise in number of relief cases this winter.



Automobile production, despite good sales, has fallen off 36% in the last month. Recovery must come soon to help manufacturers, who sell most of their cars in the spring.



Retail sales. Stores have held up fairly well, by selling fewer goods at higher prices. However, merchants are planning drastic inventory cuts and reduced wholesale orders.

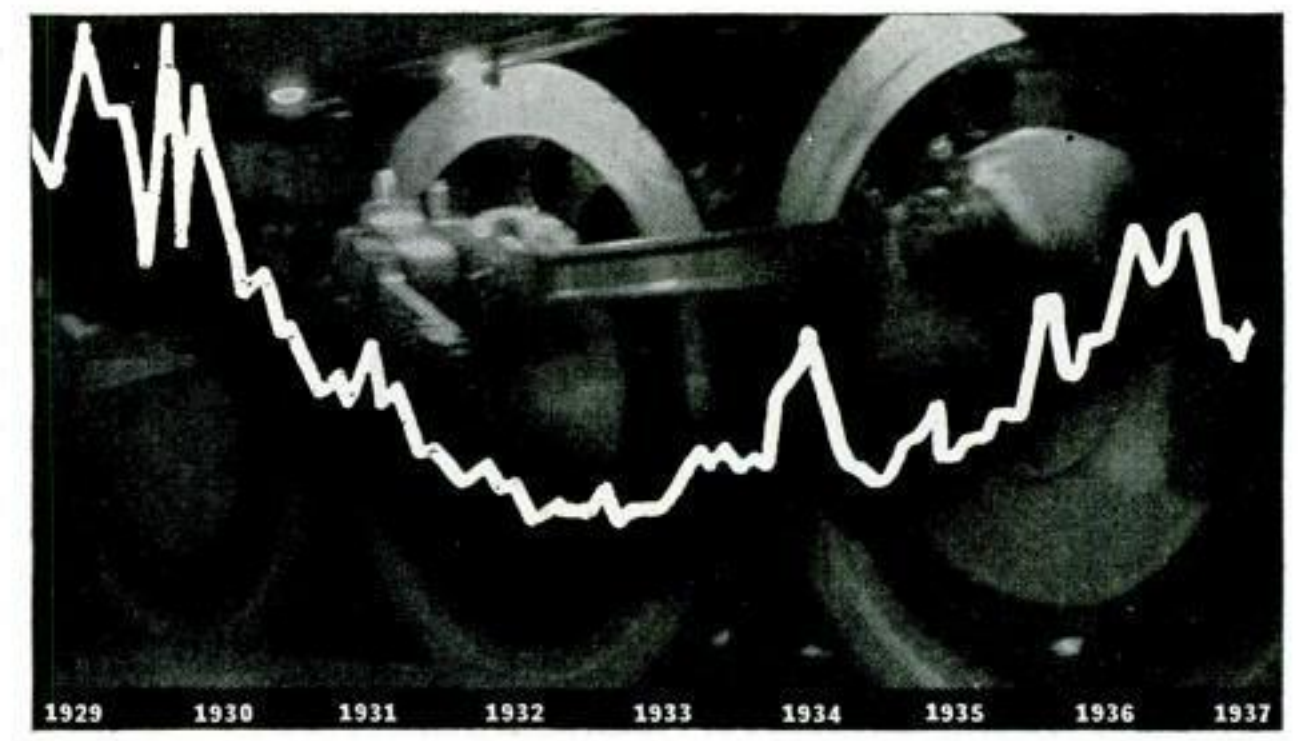


Commodity prices (retail) have risen steadily through the year, contributing to the vexatious High Cost of Living which reduces buying and tends to prolong the Slump.

UTILITIES, RAILWAYS AND HOUSING HOLD KEYS TO PROSPERITY



Utilities construction. From 1923 to 1932, power companies spent an average of \$752,000,000 a year on new construction. Last year they spent \$290,000,000.



Railway equipment. Buying a minimum of new equipment, hard-pressed U. S. railroads now own 21% fewer locomotives and 24% fewer cars than in 1930.



Housing. To supply normal needs plus the shortage piled up by Depression inactivity, the U. S. needs to build 900,000 new homes per year for five years.

The three chief points of attack on the Slump reportedly mapped by the President and his advisers were utilities, railways and housing, keystones of heavy industry. All piled up tremendous shortages of new construction and replacement during Depression. Power companies alone say they need to do \$2,500,000,000 to \$5,000,000,000 worth of new building. They claim they cannot because the Roosevelt power policy has frightened investors. Railroads complain that they cannot replace old equipment without increased revenues. Residential builders blame their slack on high costs of material and labor.



Peggy Hepburn goes to Bennington

It costs Peggy Hepburn \$1,675 a year to look out of this window. What she is looking at is the lovely Colonial campus of Bennington College in Vermont. Though the tuition is high, Peggy thinks Bennington is worth it. So does another Hepburn, Marion (who

also resembles her famous Hollywood sister, Katharine), and so do 276 other Bennington girls, rich and poor, chosen from long lists of candidates for the unique institution which, in five years time, has become a U. S. byword in progressive education.



NO LIGHTS-OUT BELL RINGS IN BENNINGTON DORMITORIES. GIRLS MAY COME AND GO AT WILL, READ AS LATE AS THEY LIKE

BENNINGTON: AN EXPERIMENT IN PROGRESSIVE EDUCATION THAT WORKS

Photographs for LIFE by Alfred Eisenstaedt

From the pictures on these pages you can see that Bennington is no ordinary girls' college. Two things make it unique. The first is its experimental nature. On its campus high on a foothill of the Green Mountains, 278 girls do amazing things in sculpture, painting, dancing, social studies and science. Four months out of the year—two in summer, two in winter—they emerge from isolation, go to the cities. Some work on newspapers, in laboratories, in theatres, in social-service bureaus. Some haunt museums and concert halls. Their job is

to apply techniques learned at Bennington to the business of living.

The other quality that distinguishes Bennington is its freedom. There are no college traditions, no stock lectures, no exams, no curfews, no cuts, no credits. Bennington girls wear what they please, say what they think, do as they like. After three to five years, when they have mastered a technique, they get a degree. This is what gives Bennington an air unlike any other, what marks the Bennington girl with an earnestness and a mature enthusiasm rare in U. S. colleges.

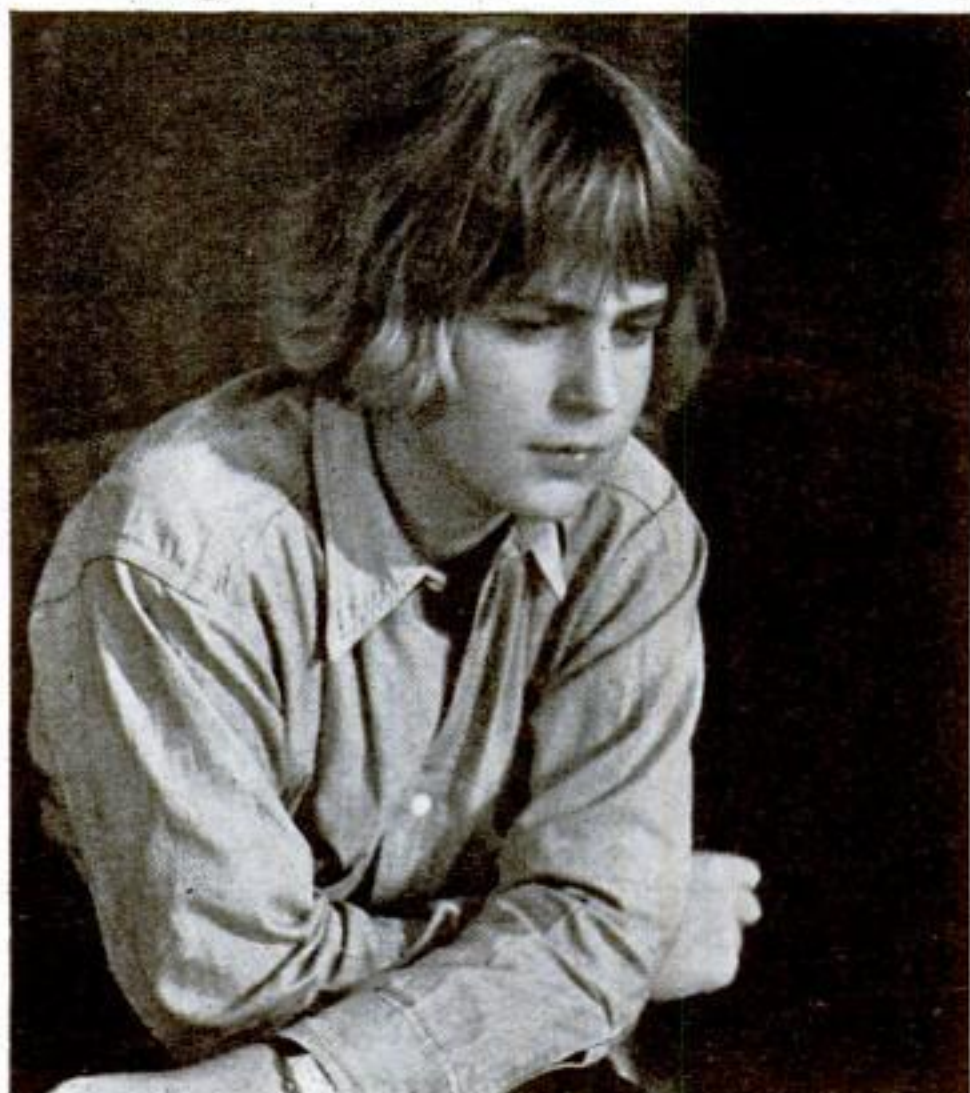


In a remodeled barn, President Robert Leigh, to whom goes much credit for progressive Bennington ideas, chats with Student Betty Mills. Before starting Bennington, Dr. Leigh was a professor at nearby Williams College. Betty is a third-year literature major.



Sole imposing building on the Bennington campus is the big brick Commons, which houses five dining rooms (four for students, one for the faculty), lounge, theatre, art studios, post office, infirmary and co-op store. All other buildings are modest wooden structures.

Bennington faces and clothes are different (continued)



Workshirt and blue jeans are popular at Bennington. This is Mimi Wallner, music major from Holderness, N. H. During "field" periods she studies piano in New York.



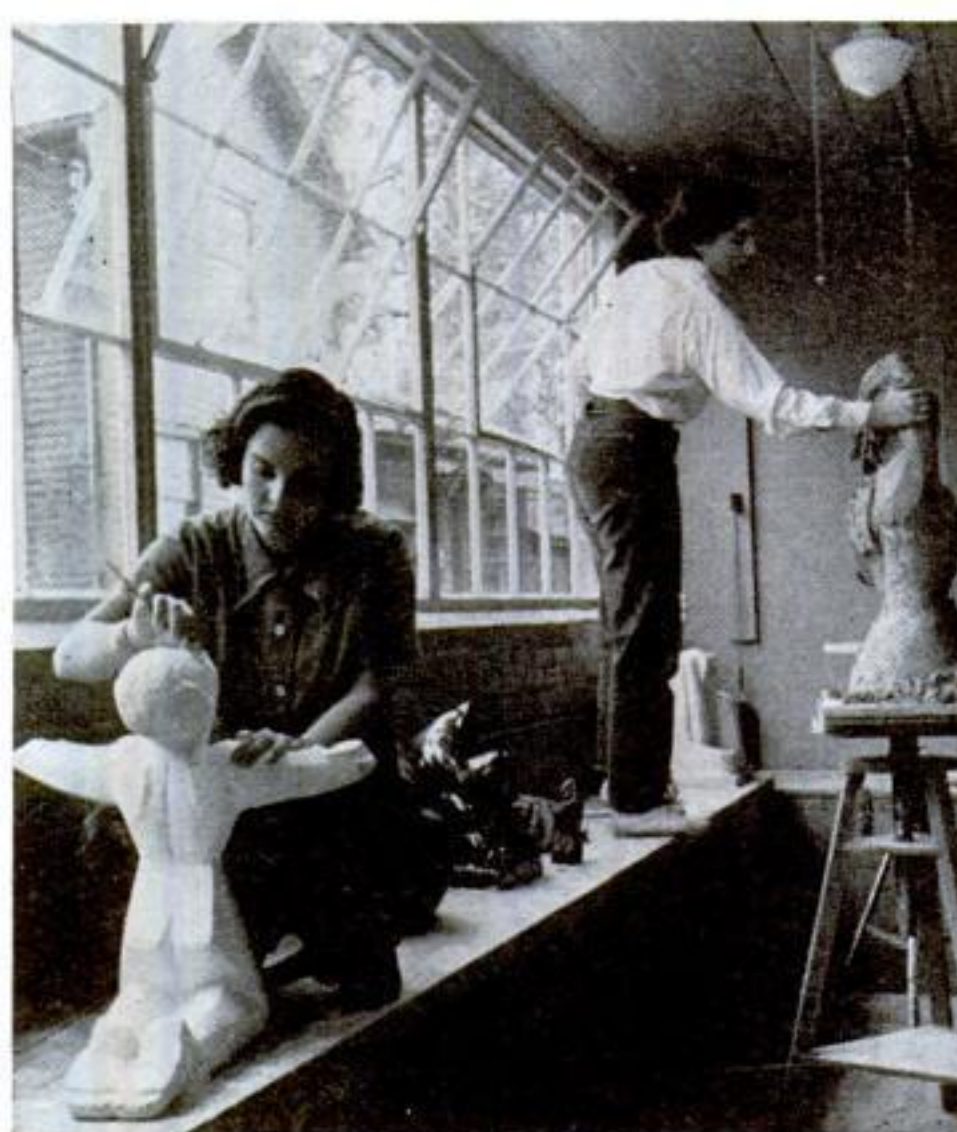
Beds are made by students, who get maid service only once a week. The girl in grey flannels is Alice Pulsifer, third-year art student who hails from Mountainville, N. Y.



New York dailies are delivered to dormitory doors every morning at 7:30. Marion Hepburn, third-year literature student with a flair for journalism, here reads her *Times*.



In the co-op store, students buy their Coca-Colas, candy and cigarets between classes. Sucking two straws is Joan Stokes, first-year music major from Forest Hills, L. I.



In the sculpture studio, art majors complete figures toward degrees. Anne Thomas, New York debutante, kneels on workbench; Connie Johnson of Pasadena leans over bust.



In an easy chair sits Ronny Goddard, third-year fashion designer. Daughter of Morrill Goddard, late Hearst editor, she has spent "field" months working on Harper's *Bazaar*.



In rolled-up jeans, Honora Kammerer, third-year drama major, studies for Bennington's production of the Greek classic *Electra*, which will tour a college circuit this winter.



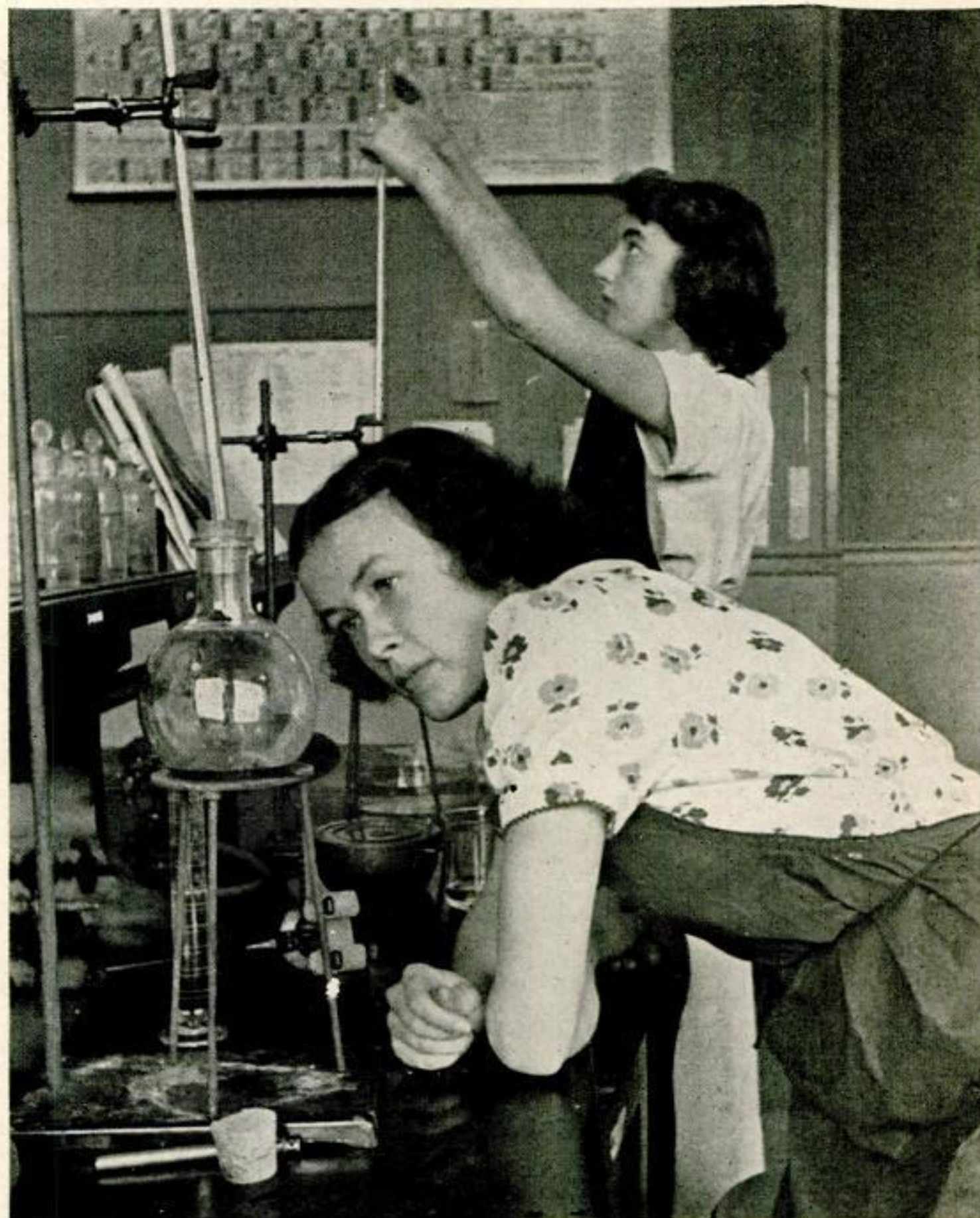
A one-student class is held for every Bennington girl once a week. Here Prof. McCamy discusses with Hope Hilton her chances for a *Vogue* job from the Prix de Paris contest.



A moment of meditation is spent by Phyllis Wright, third-year fashion designer who designs her own clothes. During her "field" periods she has worked on *Delineator*.



Child psychology is studied by Marian Warner, third-year music major from Wilmington, in the Bennington nursery school for children of faculty and townsfolk. Bennington girls supervise classes here under a trained director. The plaid shirt is a student favorite.



In chemistry lab Kathleen Harriman, daughter of W. Averell Harriman, railroad magnate, and Aline Fox of New York perform a difficult experiment. Both are second-year science majors, both have done "field" work in New York hospital and chemical laboratories.



EASY CHAIRS AND AN OPEN FIREPLACE MAKE THE LITERATURE SEMINAR (BENNINGTON HAS FEW FORMAL CLASSES) A PLEASANT PERIOD. **NOTE GIRL KNITTING**

CONTINUED ON NEXT PAGE

Bennington students make good actresses and dancers

Two-thirds of Bennington major in the creative arts. And like everything else at Bennington, the arts are taught with modern techniques. Dancing follows the disciplined muscular choreography of such great American performers as Martha Graham and Charles Weidman, both of whom have taught here. Acting is practiced with the aid of the "Stanislavski improvisation" principle imported from Moscow's great Art Theatre by New York's Group Theatre.

On this page you see a Bennington "improvisation." Students were told they were relatives and spectators come to see the dirigible *Hindenburg* land (*top*). Each must create for himself a dramatic characterization, must follow it through individualized psychological reactions (*see couple below*) as he beholds the *Hindenburg* burst into flames (*centre*), crumple blazing to the ground (*bottom*). A few men have been admitted to Bennington as drama students.





ON THE STAGE OF THE COMMONS THEATRE, BENNINGTON DANCE STUDENTS REHEARSE STEPS FOR A NEW MODERN BALLET



In dance costume, Lydia Vaill practices one of her own classic compositions which will be presented Friday afternoon before faculty and students in preparation for her degree.

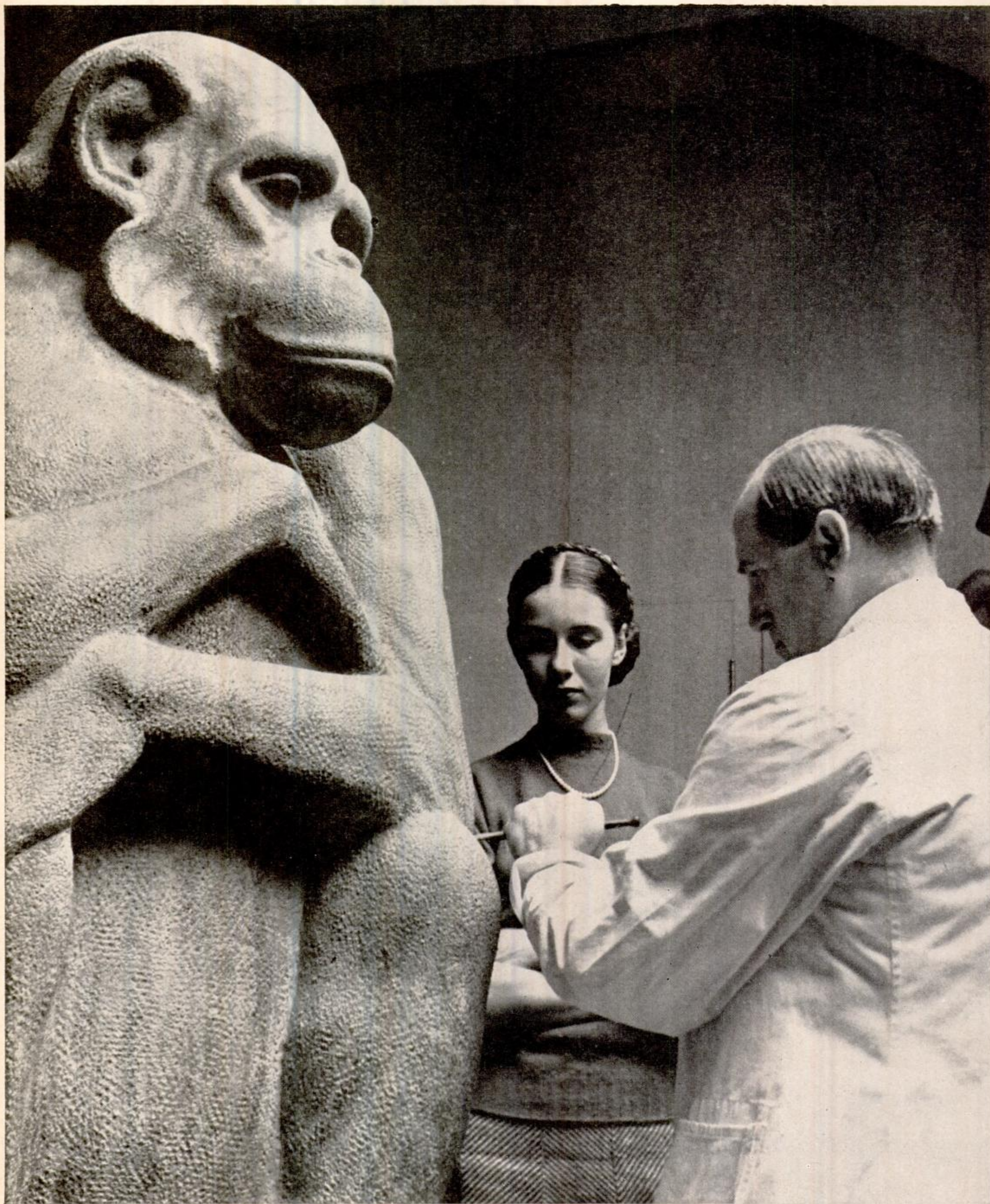


After a rehearsal of her "Park Avenue Boredom" suite, Faith Reyher sits down for a rest on the theatre steps. She heads up the Bennington dancers in their group recitals.



A spirited leap is made by Betty Lindeman during a performance. Betty is the daughter of Educator Eduard Lindeman, will become a professional dancer after graduation.

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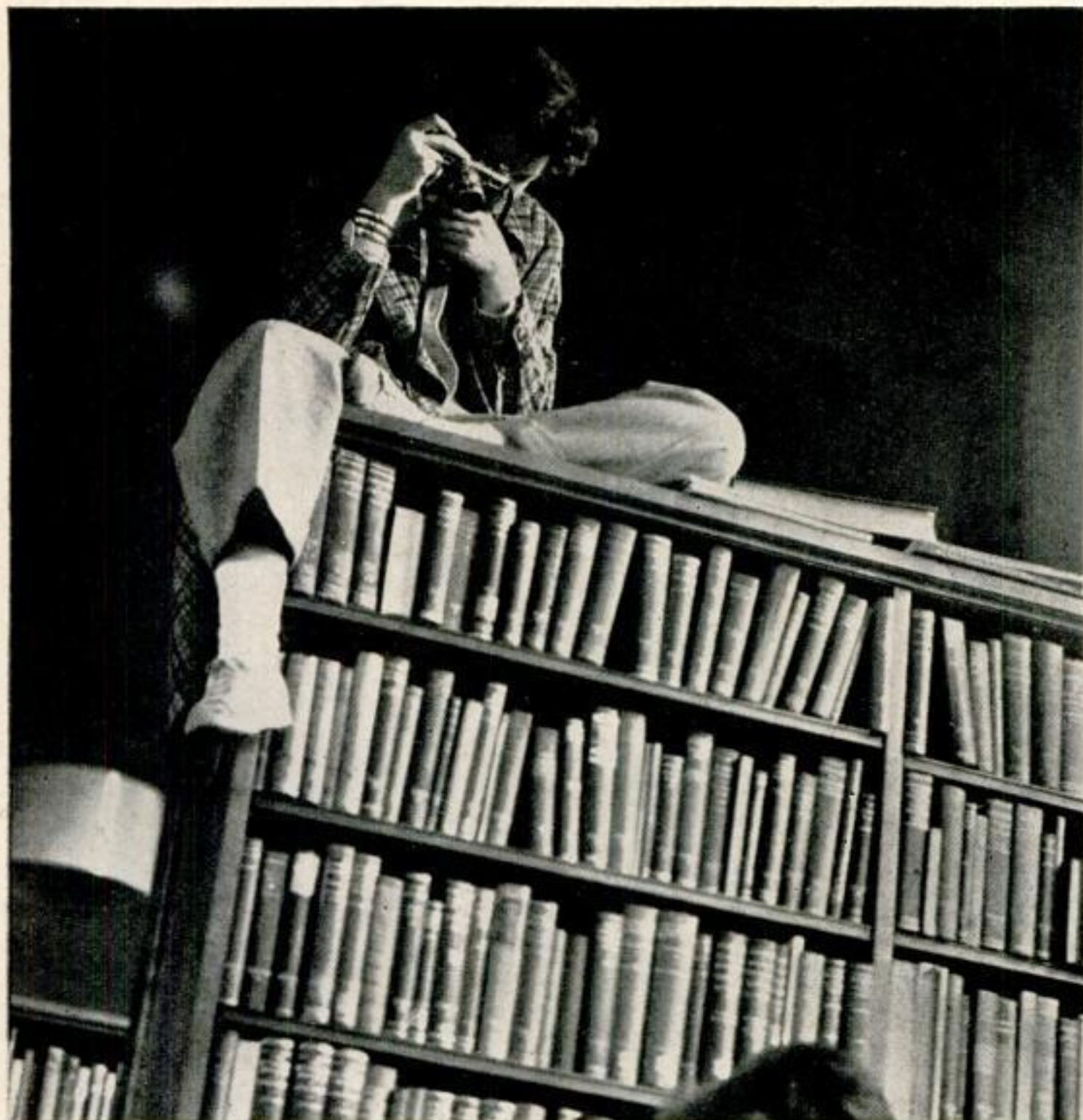


In a Bennington sculpture studio

With chisel and mallet in hand, Simon Moselsio, Bennington sculptor, explains to students the use of sculpturing tools. Watching him intently is Diana Allyn, of Waterford, Conn. The brooding face of the gigantic ape which Sculptor Moselsio has hewn from

stone will soon be exhibited in New York. Besides sculpture, Bennington art majors study water colors, oils, architecture, woodcutting and fine printing. They cover classrooms and dining-hall walls with murals of brawny workers in mechanized society.

Bennington girls, majoring in photography, took these pictures



A candid-camera contest for Bennington's picture bulletin perched Libby Norman on top of a bookcase. Ximena de Angulo, student assistant in photography major, snapped her there.



"Bottoms up" is the title of this candid shot on Bennington campus, taken by Katrina Burlingham, photography student. Photography work is often exhibited in campus dining rooms.



In the infirmary Libby Norman took this candid view of Minnette Hunsiker reaching for a handkerchief to ease a cold in the head. The picture bulletin paid \$1 each for such prints.



ART PHOTOGRAPHY BY JOAN MACARTHUR, BENNINGTON PHOTOGRAPHY MAJOR, REVEALS GOOD TEXTURE, EXCELLENT COMPOSITION



Jon Hall: Goldwyn's gift to women

The young man who is shielding Dorothy Lamour from the big blow is Jon Hall, chosen by Samuel Goldwyn for the leading role in *The Hurricane* because of his dazzling physique. Hall is a second cousin of James Norman Hall, co-author of the story,

and was born in Tahiti where his grandfather was a prominent trader. His real name is Charles Locher. Besides rippling his muscles and giving a fine exhibition of swimming, Mr. Hall handles his fairly simple role with considerable talent for a novice.

MOVIE OF THE WEEK:

The Hurricane

Across the southern Pacific, the world's worst hurricane belt, stretch the coral islands of the Tuamotu Archipelago. In these lush morsels of paradise live a gentle, happy race—the Polynesians, fishing, trading and growing coconuts beneath the flag of France. Here, too, in Tahiti, live Charles Nordhoff & James Norman Hall, expatriate American authors, whose books fare wonderfully well in the movies.

The authors of *Mutiny on the Bounty* lay the scene of *The Hurricane* on the island of Manukura and take as their hero Terangi, handsomest and bravest of the island's young men. Terangi's marriage to the chief's daughter and his impetuous conflict with the laws of France pursue a leisurely pattern until they and all other human affairs of the island are swept off the screen by the stunning fury of a hurricane.

So clearly is *The Hurricane* destined to be one of the big money-making pictures of the year that, before its première as a two-a-day extra-price show, Sam Goldwyn strutted before his banker friends by announcing it on the financial pages of newspapers.



1 Terangi (Jon Hall) is first mate on a South Seas trading schooner. Returning to his island after a long trip, he rushes to the arms of his beloved Marama (Dorothy Lamour).

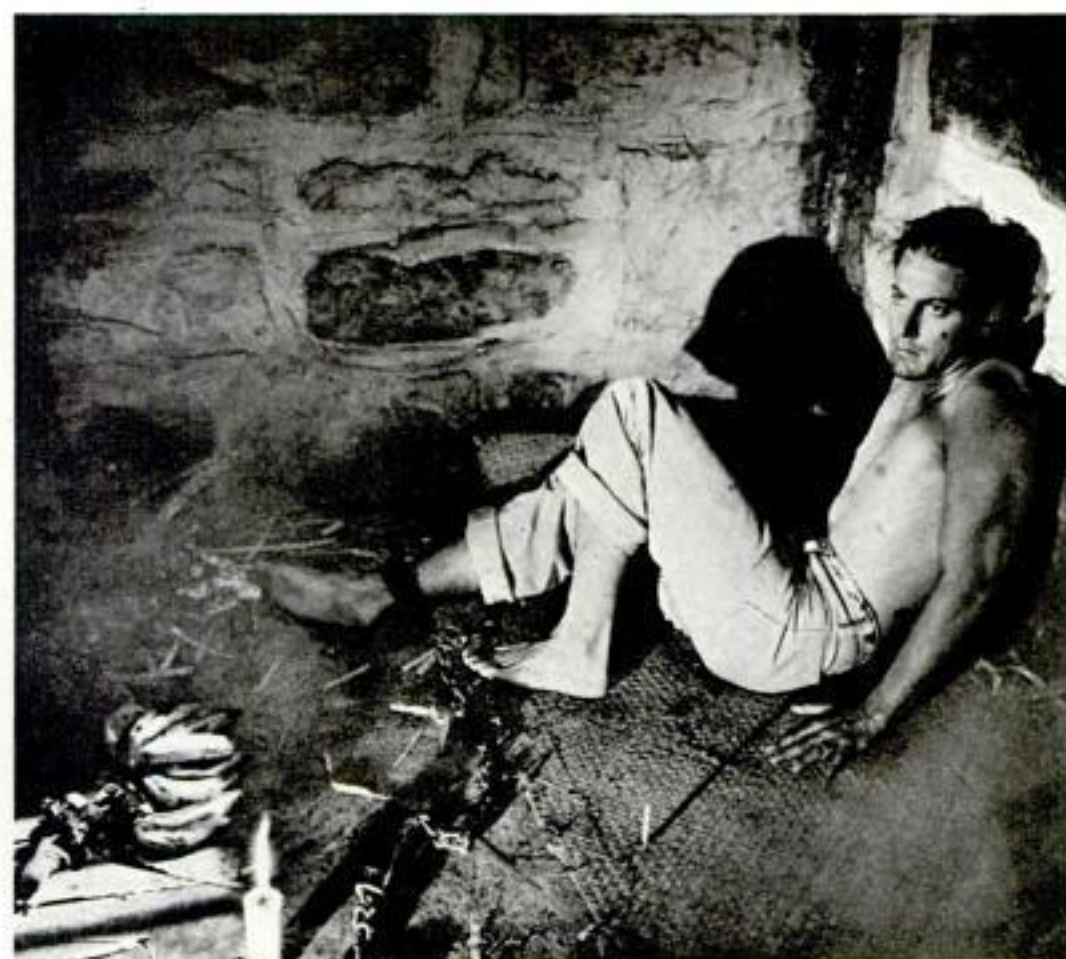
(This is one of several "stills" from *The Hurricane* which the Hays Office censors passed in a moment of liberality, later tried vainly to call back.)



2 Terangi, the island's hero, and Marama, daughter of the tribal chief are married in white folks' clothes.



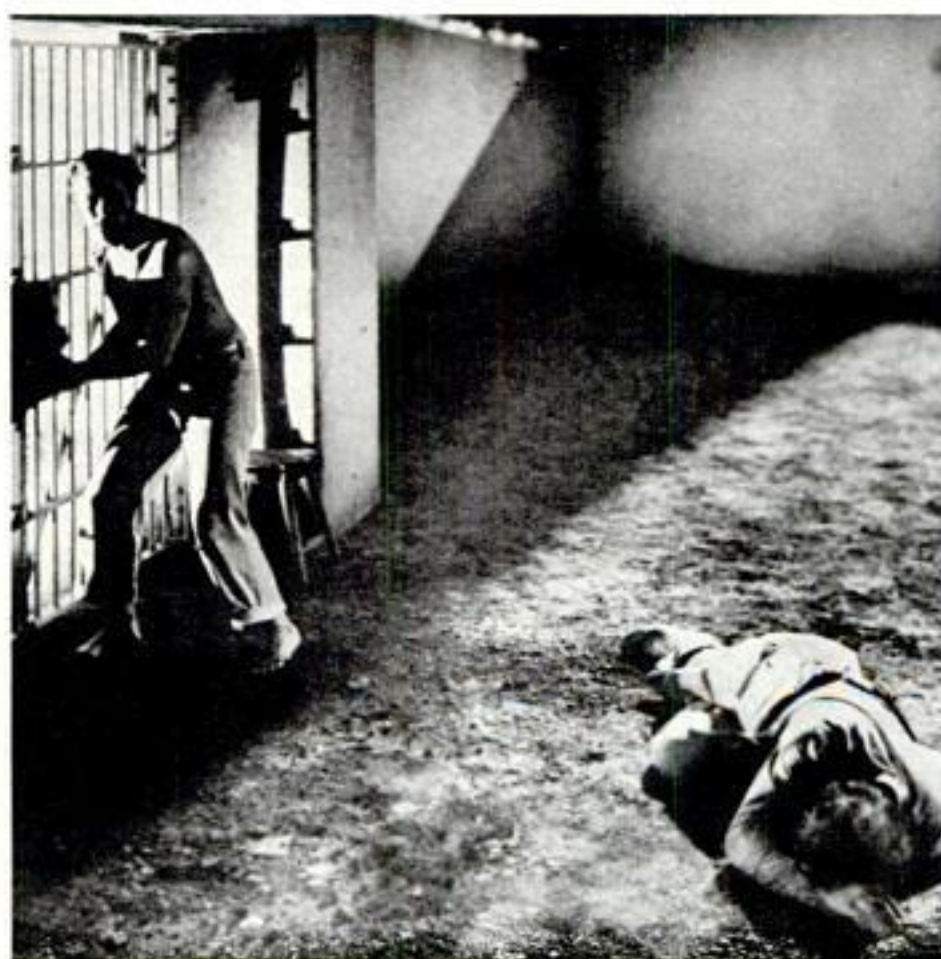
3 At a wedding feast the natives celebrate. The Islanders are one of the most charming of peoples, called by Nordhoff and Hall "the last of the world's afflicted race of humans who believe in freedom."



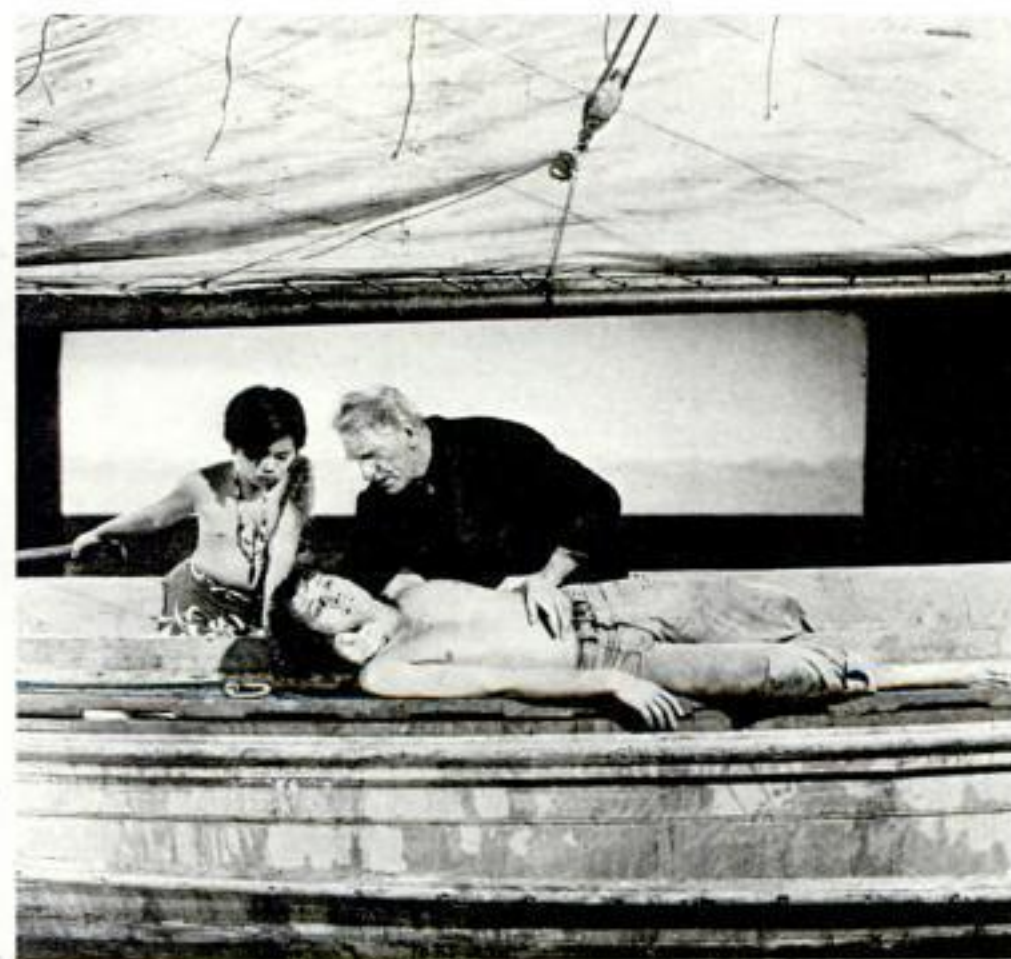
4 At Tahiti, on a trading voyage, Terangi gets into a fight with a white bully and breaks his jaw. The proud, freedom-loving native finds himself in a dark cell, sentenced for six months.



5 Unable to stand confinement, Terangi tries again and again to escape. Each try brings a flogging and another year or so of sentence. Finally it comes to 16 years.



6 One day Terangi does escape, hitting a jailer so hard he kills him. While the Government carries on a man hunt, Terangi becomes a legend throughout the islands.



7 After paddling 600 miles across the sea, Terangi is picked up by Father Paul, the missionary (C. Aubrey Smith). Soon his flight is stopped by the coming of the hurricane.

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The Hurricane (continued)



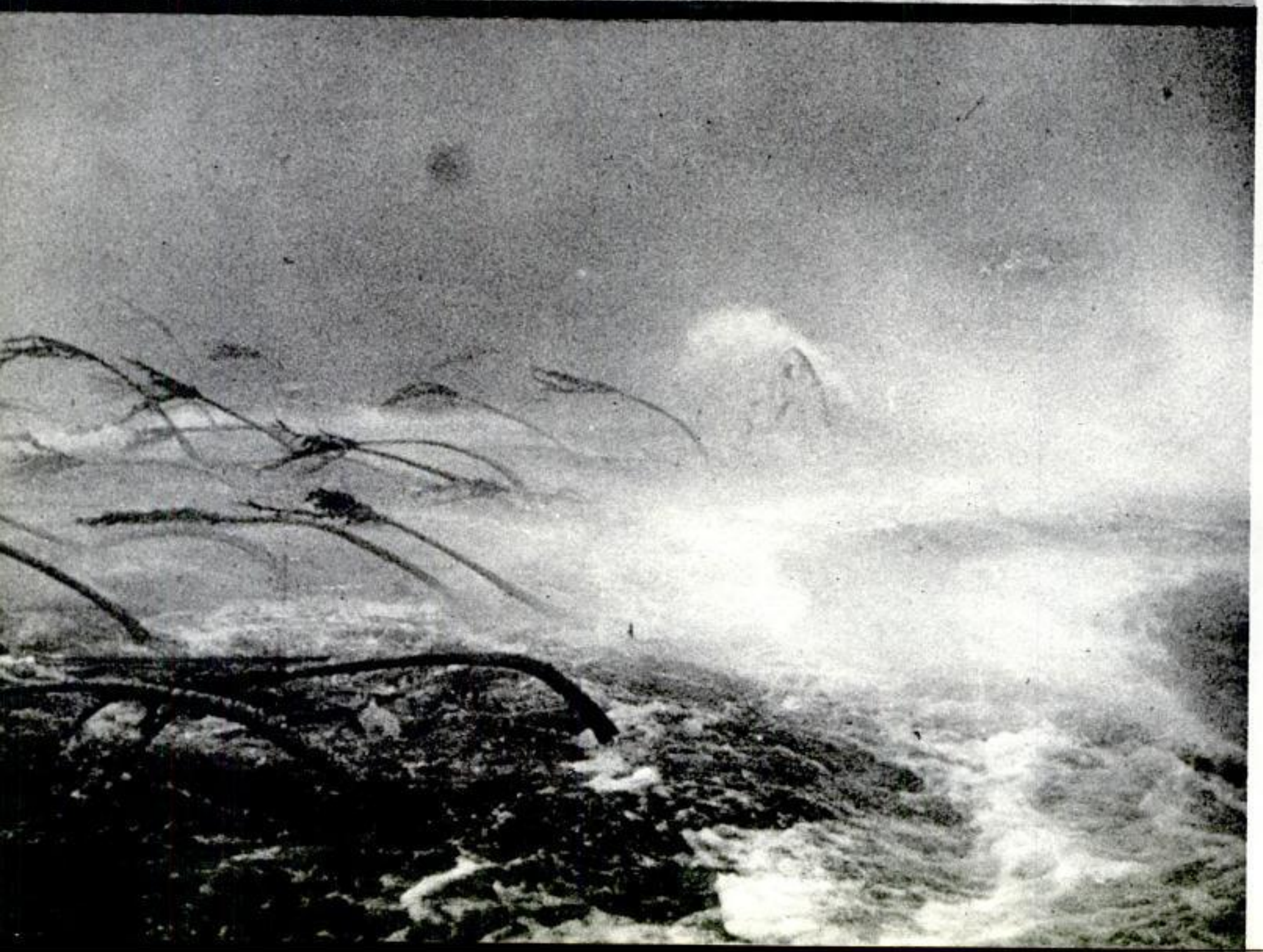
FATHER PAUL AIDS THE GOVERNOR'S WIFE

Of all the spectacles of Nature which the movies have reproduced, *The Hurricane's* hurricane is beyond doubt the most terrifying and realistic. It lasts 20 minutes on the screen, heightening minute by minute until, at the climax, the wind and water seem ready to burst from the screen and the roar of the storm to blast an audience from its seats. Though background shots for *The Hurricane* were made in Samoa (see p. 115), the storm itself, as shown in *LIFE*, Oct. 25, is a triumph of studio make-believe.

Like many South Sea islands, mythical Manukura is a hump of coral projecting only a few feet above the open ocean. The hurricane strikes with full fury, crumpling houses, bending palm trees double and hurling the water across the land. Two tiny groups of survivors, Terangi and Marama among them, live to look upon a Manukura swept clean of human dwellings, animal life, vegetation and the soil itself.

FATHER PAUL AT HIS ORGAN IN THE WIND





The islanders run for refuge as the hurricane strikes. In the centre, Father Paul helps the Governor's wife (Mary Astor).



They take to the treetops when the storm's fury uproots buildings. Dorothy Lamour's long, wind-blown hair is real.



A baby is delivered in a boat by the white doctor at the storm's height. Below: survivors, mother and baby included.





Clinton, Louisiana

In the shadows of this great portico, Margaret Bourke-White and Erskine Caldwell saw the ghosts of the South's depleted cotton empire. Mr. Caldwell quotes this woman as saying: "I

don't know what ever happened to the family that built this house before the War. A lot of families live here now. My husband and me moved in and get two rooms for five dollars a month."

THE SOUTH OF ERSKINE CALDWELL IS PHOTOGRAPHED BY MARGARET BOURKE-WHITE

Author and Camerawoman collaborate on book showing decline of Cotton Country



Rose Bud, Arkansas. "I remember when that automobile was a mighty pretty thing to ride around in."

Through his novels, short stories and his fabulously successful play *Tobacco Road*, it has been the aim of Erskine Caldwell, son of a Georgia Methodist minister, to depict the most squalid and barbarous jungles of the South. In *Northerners* his chronicles provoke varying degrees of incredulity, amusement, revulsion; in *Southerners* varying degrees of resentment against the author.

Several months ago, Mr. Caldwell sought for his case histories a medium more vivid than language. Teaming up with Photographer Margaret Bourke-White he journeyed through the South's worn-out agricultural empire, visited sharecroppers and tenant farmers, blacks and whites. The result, a \$5 picture book, *You Have Seen Their Faces*, was published by the Viking Press, Nov. 8.

Critics at once remarked two motifs in the volume: the ugly economic tragedy of the sharecroppers, already tiresomely familiar to the U. S. public; and the strange sardonic humor that rings through all of Mr. Caldwell's work. Herewith *LIFE* reproduces a few of the pictures that set forth most poignantly the sharecroppers' peculiar fatalism and the bitter laughter that even hunger cannot silence on their lips. Quoted captions are by Mr. Caldwell.



Marshall, Arkansas: "It never felt much like Sunday to me until I plucked the guitar some."



"I SPENT TEN MONTHS CATCHING PLANKS TO BUILD THIS HOUSE AND THEN THE FLOOD WASHED THE SIDE OFF. DOGGONE IF I DON'T LIKE IT BETTER"

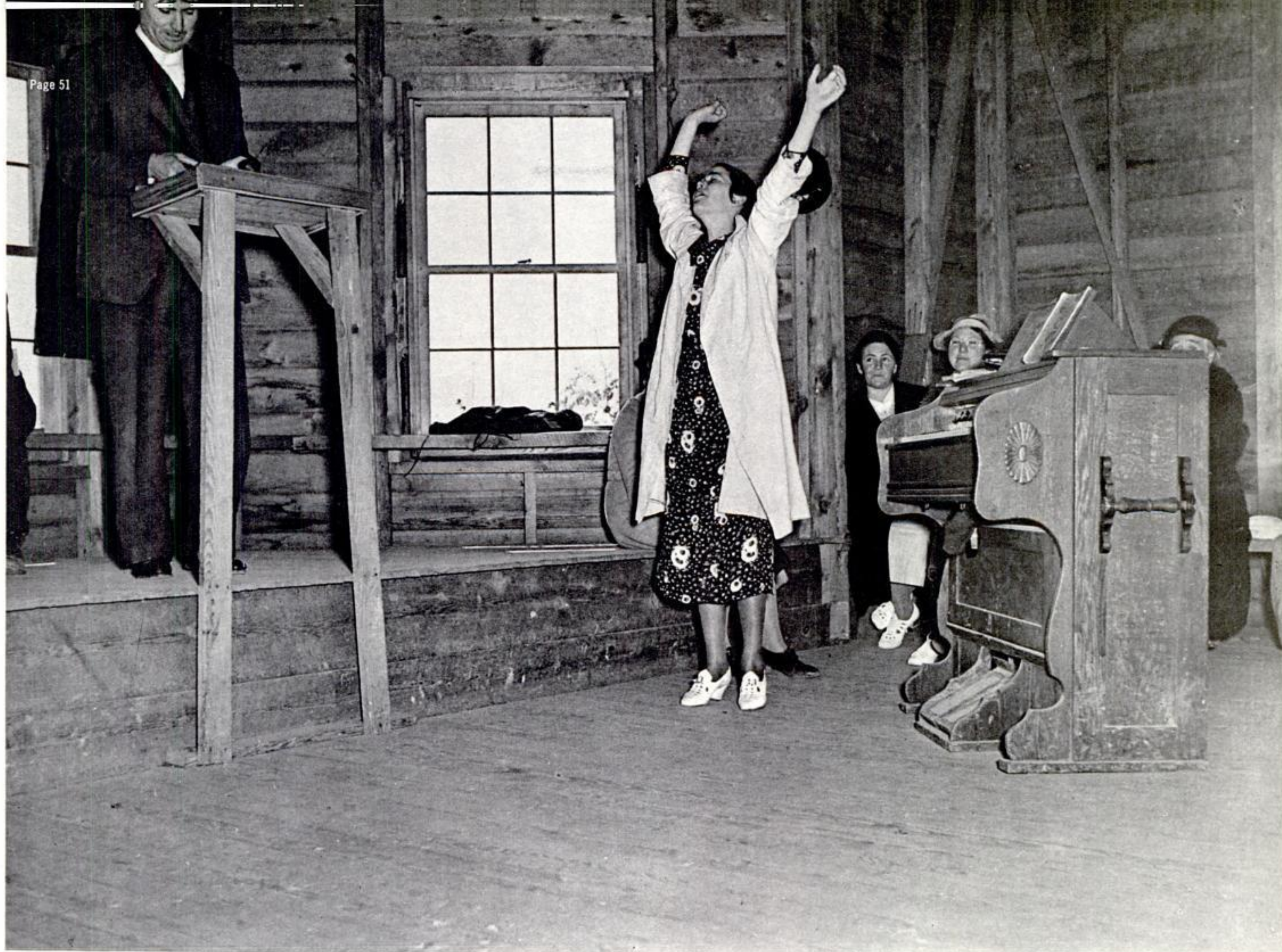
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RELIGION, MR. CALDWELL FINDS, IS TO THE SHARECROPPERS A "RELEASE AND ESCAPE" FROM DRUDGERY, OFTEN TAKES THE FORM OF HYSTERIA

EXMINSTER, SOUTH CAROLINA: "THAT'S FANNY'S BOY SITTING IN THE WINDOW WATCHING HIS AUNT NELL COME THROUGH"





"MILDRED HAS ON A NEW PAIR OF SHOES TODAY." IN THE SHARECROPPER COUNTRY, WRITES MR. CALDWELL, DANCING SUCH AS THIS IS A COMMON FORM OF WORSHIP

"MRS. PETERSON IS GROWING THINNER." THE CHURCH'S SILENCE ON SOCIAL INJUSTICE, SAYS CALDWELL, EFFECTS A MERE "BURLESQUE OF RELIGION"



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PEE DEE, S. C.: "WHAT MY MENFOLKS HAVE A POWERFUL GNAWING FOR RIGHT NOW IS A SLAB OF SOWBELLY TO EAT WITH THIS CORN BREAD"

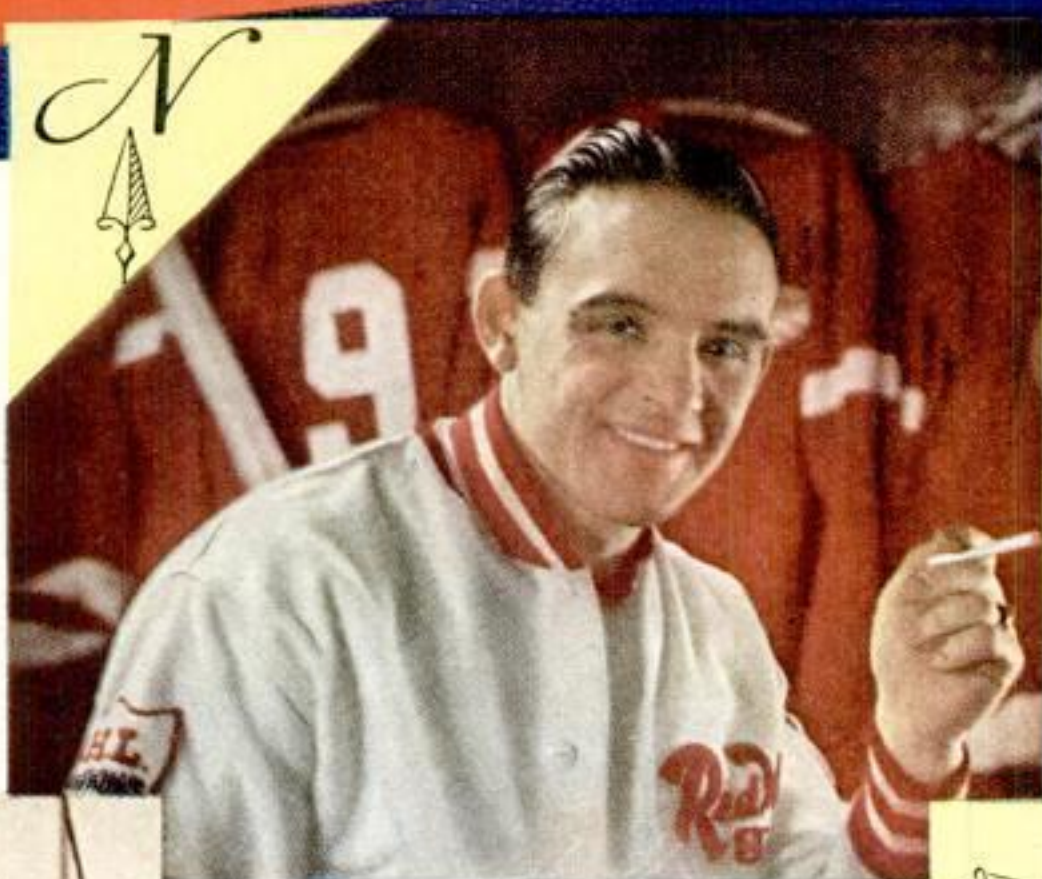
Is it "good business" to buy COSTLIER TOBACCOS for Camels?



THE ANSWER IS:
CAMELS ARE THE LARGEST-
SELLING CIGARETTE IN AMERICA

{RIGHT}

Detroit, Michigan. **HERB LEWIS**, Red Wings' hockey star, says: "Ice hockey's rough, tough, and fast—three reasons why it pays me to keep an eagle eye on my digestion. I find that smoking Camels with my meals and after helps to ease tension and build up my sense of well-being."



America's verdict—based on the nation-wide preference for Camels—is: There's more pleasure in Camels!

IT is homespun fact that the pleasure you get out of a cigarette depends on the quality of the tobaccos put in it. Through the years, Camel has spent millions of dollars more for the choicer, riper tobaccos.

This is a way of doing business that smokers appreciate. North—

South—East—West—millions of men and women feel that Camels give them *more* of the good things they want in smoking than other cigarettes. If you are not a Camel smoker, try them. See for yourself why *Camel's costlier tobaccos* appeal so genuinely to millions of Americans.

{LEFT}

Pasadena, California. **MRS. RUFUS PAINE SPALDING III**, society matron, says: "Camels suit me perfectly. They're so mild and so good tasting. That's what I especially like in a cigarette and why I'm so devoted to Camels. How true it is that Camels don't tire one's taste or irritate one's throat!"

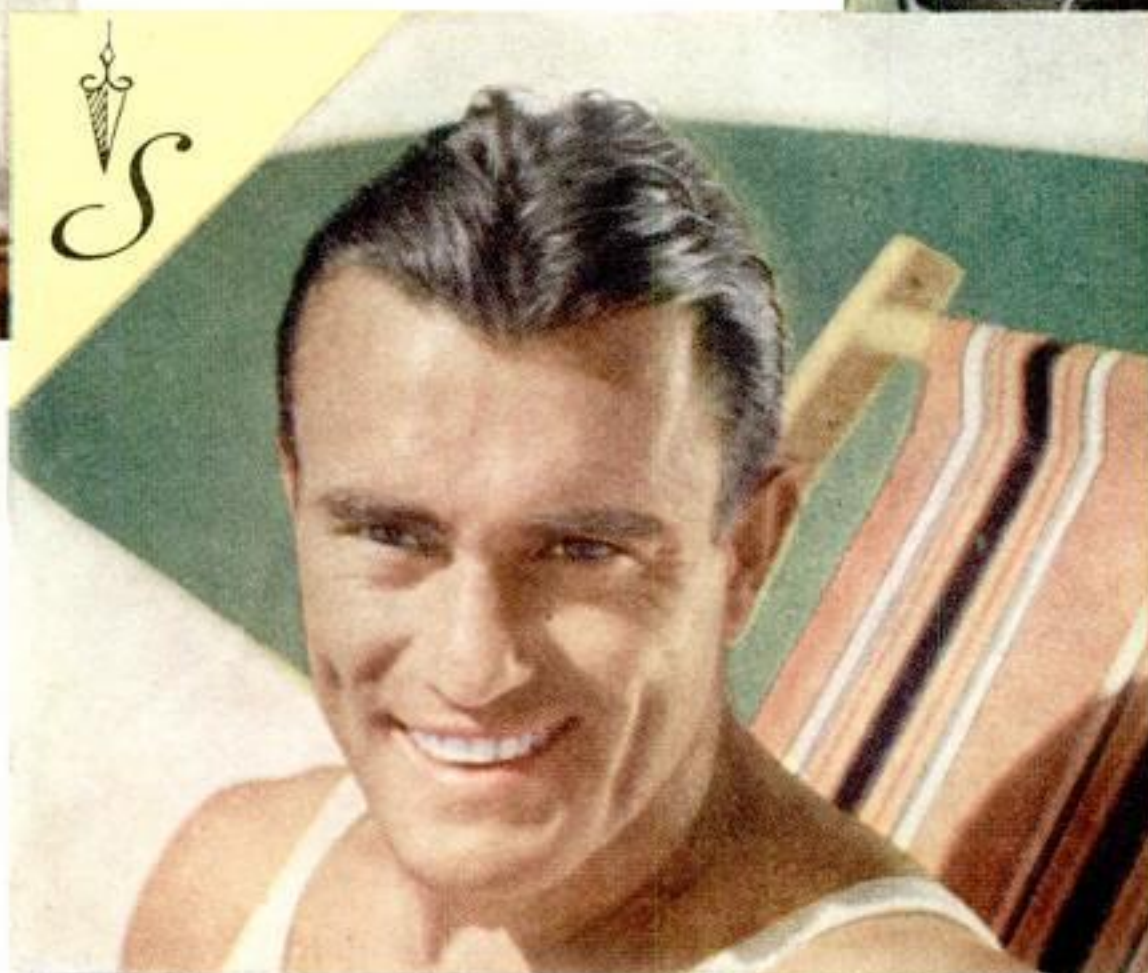


{LEFT}

New York, New York. **AL MINGALONE**, crack newsreel cameraman, says: "When news breaks I have to be on the spot to film it. Many a time—for days in a row—I've been kept on the run. When I'm tired, I get a 'lift' with a Camel. Right around the clock—it's Camels for me. They're in a class by themselves for mildness."

{RIGHT}

Miami, Florida. **PETE DESJARDINS**, former Olympic diving champion, says: "Divers and swimmers like a mild cigarette that doesn't upset their nerves. That's why I prefer Camels. I smoke as much as I like. Camels don't give me 'jangled nerves.' I find Camels taste a whole lot better, too."



**CAMELS ARE A MATCHLESS
BLEND OF FINER,
MORE EXPENSIVE TOBACCOS,
TURKISH AND DOMESTIC**

NEW DOUBLE-FEATURE CAMEL CARAVAN
—two great shows in an hour's entertainment

"Jack Oakie College" with Jack Oakie, "Stu" Erwin, Raymond Hatton, William Austin, and Benny Goodman's "Swing School"! Every Tuesday night at 9:30 pm E.S.T., 8:30 pm C.S.T., 7:30 pm M.S.T., 6:30 pm P.S.T., WABC-CBS.

A HIGHBALL AT NIGHTFALL

AH, to relax at nightfall over a whiskey-and-soda!

A drink with sparkle and zest and tang—a drink to be sipped slowly . . . so that the enjoyment of it may be prolonged!

But be mighty careful, in making *your* highball, to use a whiskey worthy of this congenial drink—a whiskey that *holds* its flavor, as you sip it, to the very end.

In short—make your highball with Four Roses! For Four Roses gives *life* to a whiskey-and-soda. Four Roses *holds* its delicate aroma and forthright flavor down to the last drop!

That's easy to understand. For while Four Roses is *all* whiskey, it's not just *one* fine straight whiskey—it's a glorious combination of *several* selected American straight whiskies. Several whiskies, so blended together, that they unite their noblest qualities in *one* illustrious whiskey—a whiskey greater than any one of them alone could ever be!

FOUR ROSES

A blend of straight whiskies—90 proof

**We Believe Four Roses is America's finest whiskey,
regardless of age or price**

*Frankfort Distilleries, Inc., Louisville & Baltimore, also make
Paul Jones, Old Oscar Pepper brand, Mattingly & Moore
—all blends of straight whiskies, 90 proof.*



750,000 DY-DEE DOLLS GRATIFY THE MATERNAL INSTINCT OF MODERN YOUNGSTERS



Feeding. After you squeeze the air out of her stomach, Dy-Dee will suck in water either from a bottle or spoon.



Washing. Dy-Dee's soft-rubber body is air and watertight and can therefore be bathed despite her movable limbs.



Dressing. Dy-Dee layettes come in trunks, include such essentials as rubber panties, diapers, bottles and nipples.



DY-DEE BABY IS DEDICATED TO "EVERY LITTLE GIRL WHO HAS THE CAPACITY FOR MOTHER LOVE"



Promenading. In a \$35 doll carriage with collapsible top, this little New Yorker airs her \$28 infant. Note the rattle.

In an old, rambling, six-story, brick building on Greene Street, New York City, heavy-muscled men and nimble-fingered girls are working overtime to fill the rush of Christmas orders for that phenomenon of the toy world—the Dy-Dee doll who wets her diapers. Now four years old, Dy-Dee is, more than ever, the most popular doll in the world.

When functional Dy-Dee was introduced in 1933, her behavior was so unconventional that only the most broad-minded mammas or prankish bachelor uncles thought her a suitable plaything for innocent youngsters. On her first trip to England, she was promptly ejected from Harrod's in London. Not until the Duchess of Kent, shortly after, asked for and got one, was Dy-Dee put on display.

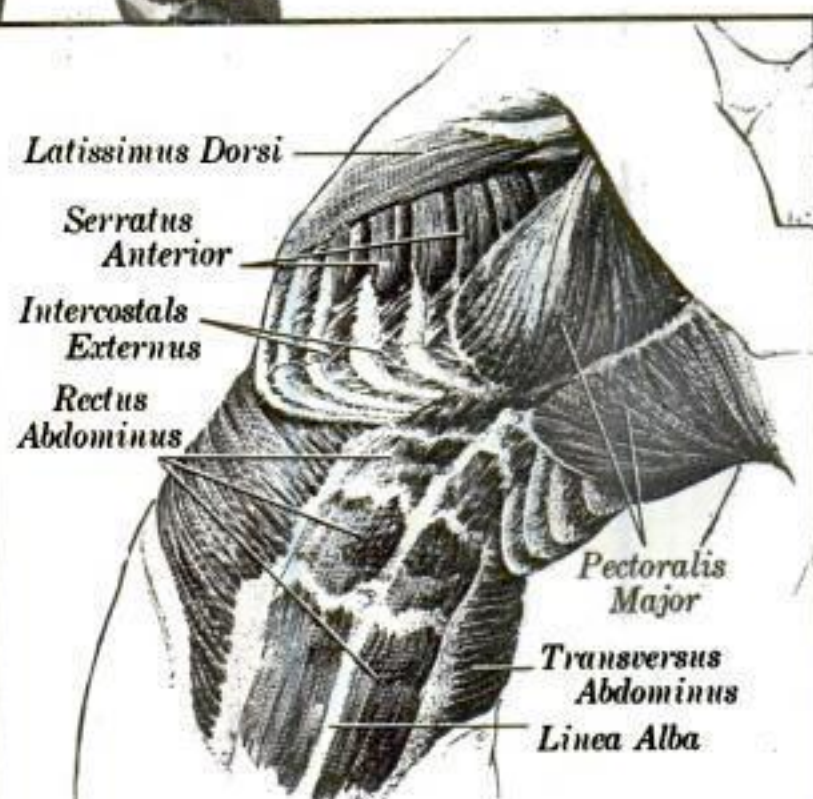
Regardless of what prudish grownups may think, Dy-Dee sales prove that she is a little girl's dream of a doll come true. By this Christmas, her makers (Fleischaker and Baum; trade name Effanbee) estimate that 750,000 Dy-Dees will have reached the laps of the little mothers of the world. They range in price from \$3 to \$28, depending on size and wardrobe. The doll and complete equipment with which the little girl plays on these pages costs \$100.

CONTINUED ON NEXT PAGE



In handball, arm, shoulder, chest and abdominal muscles are in constant service. Players are advised to "warm up" gradually to their speed.

All Over the Court on Saturday ...but an easy mark on Sunday



Curious Happenings Inside Overworked Muscles

After exercise, lactic acid settles in the muscle fibers, fluids filter in. The muscle swells, presses against its sheath. This is the cause of the pain and stiffness you feel.

Absorbine Jr. quickly brings an increased supply of blood to the overworked muscle. This carries away the lactic acid and brings fresh fuel for renewed energy.

Rub on after exercise. Spread over wide area.

Why Overworked Muscles are Slow to Come Back...

How Absorbine Jr. Limbers Them Up—has them Supple and Ready for your Second-Day Play

"WARMING-UP" practice beforehand limbers you up for any sport. The blood circulating through your muscles does it.

But we never think of "warming down"! That's the reason so many "week-end" athletes play a terrible second-day game!

Muscular exercise produces toxic waste products in the muscles themselves. Notably, lactic acid.

It accumulates there. Fluids filter in. The muscle swells. Feels stiff and sore. Only the blood can carry off the lactic acid.

Relieves muscles after the game

There's a quick way to relieve sore-

ness. Absorbine Jr. has the ability to bring blood immediately to tired muscles! Apply it right after the game, and 2 or 3 times during the day—and your muscles will stay limber!

Keep Absorbine Jr. at home as well as in the locker room. It is antiseptic as well as soothing. Not oily. A pleasure to use. Professionals, trainers and coaches have used Absorbine Jr. for over 40 years! W. F. Young, Inc., Springfield, Massachusetts.

Bruises, Bumps, Sprains, Wrenches

Absorbine Jr. relieves congestion in the same way it relieves muscle fatigue—by bringing the blood to the injured spot, to wash away the toxic matter lodged there and to supply fresh food for repair.

Relieves Muscular Pain

Absorbine Jr. soothes and comforts injuries to muscles and tissues. It is a dependable antiseptic. Protects against infection. Does not harm the healing tissue.



ABSORBINE Jr.

Dy-Dee Doll (continued)



1 Fifteen minutes after feeding, Dy-Dee automatically wets her diaper. After removing rubber pants, Joanna tackles the job of diaper-changing.



2 Powdering is the next step. Instruction books warn to powder carefully so doll will be "fresh, clean, and sweet as a daisy." Milk should never be fed to Dy-Dees, as it curdles in the inner tube, producing a lasting rancid smell.



3 Properly fitting the clean diaper is hard work for her inexperienced hands.



4 Pinning on the diaper. In some State health departments, Dy-Dees are used to teach infant care to nurses and expectant mothers.

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Business

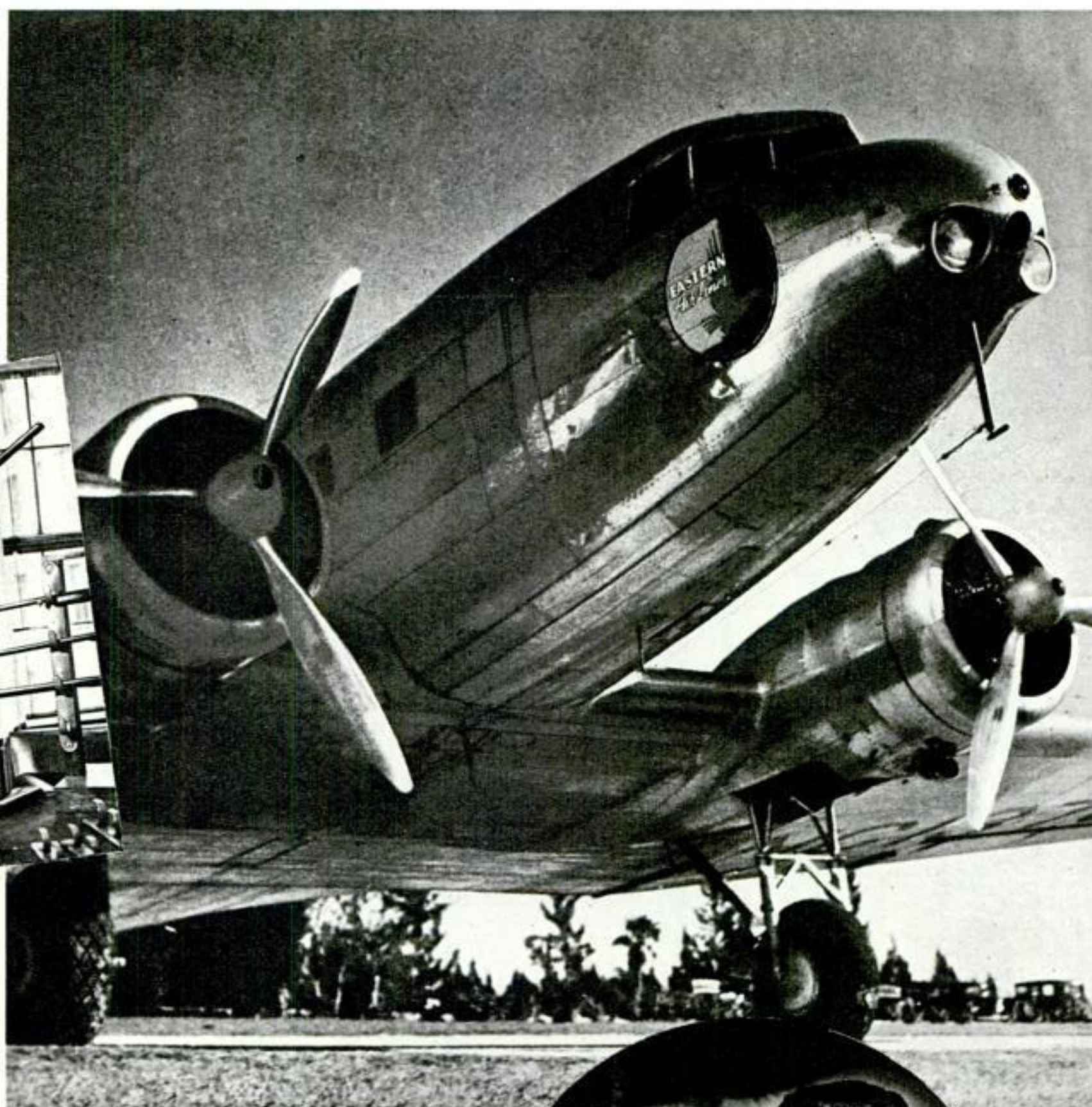
DEPENDS ON MONROE FOR FIGURES

BUSINESS the world over has adopted Monroe machines, because they produce the greatest number of accurate figures at the lowest cost. And Monroe operators are enthusiasts because the famous "Velvet Touch" keyboard takes the strain and fatigue out of the day's work. Send coupon for further information.

SPORTS . . When you think of sporting goods, you turn to Abercrombie & Fitch. And they turn to Monroe Adding-Listing machines to speed their figure work.

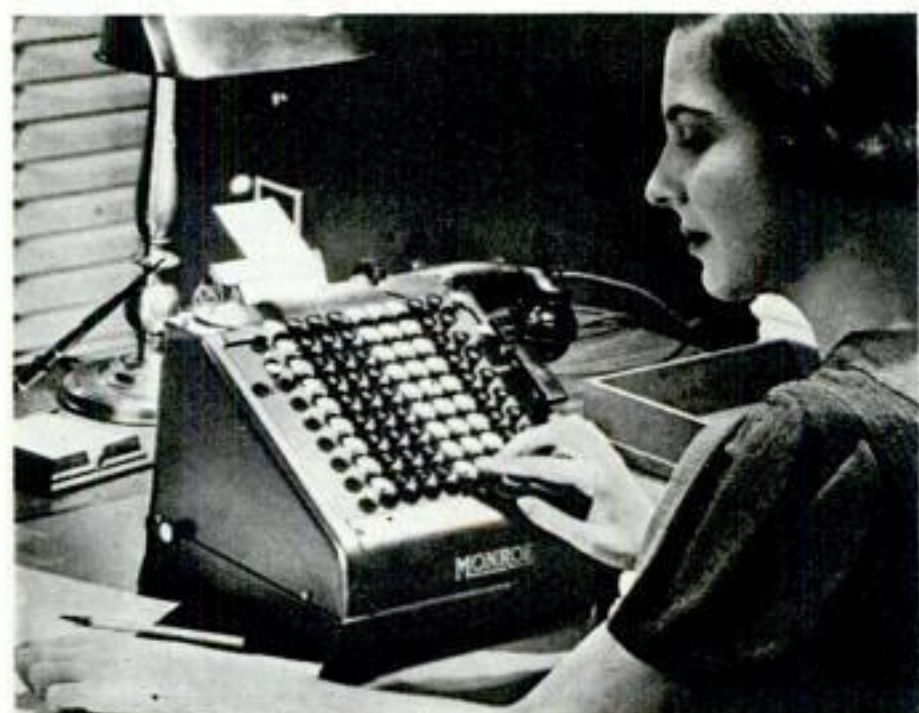


NICKEL . . From kitchen sinks to airships, International Nickel Co. has created a world-wide market. Engineering, production, research, sales; figures all the time, and Monroes, both calculating and listing machines, speed them up.



AIRWAY . . Air travel increases, and the figure work of the aviation companies expands. Eastern Air Lines, serving New York, Miami, Houston, and Chicago, has depended for years on Monroe speed and simplicity.

MAIL ORDER . . Your mail order starts a rapid trail of figure work. Montgomery Ward is a large user of Monroes, both calculators and listers, at Chicago headquarters and in branches throughout the country.



LISTING . . Monroe adding-listing machine, one of many models. All have "Velvet Touch" keyboard, direct plus and minus bars, live operating keys, Monroe simplicity, speed, and sturdiness. All are desk size.

MORE THAN 150 MONROE-OWNED BRANCHES SERVE AMERICAN BUSINESS

A MONROE FOR EVERY FIGURE JOB
 ADDING-CALCULATORS
 LISTING MACHINES
 BOOKKEEPING MACHINES
 CHECK WRITERS
 CHECK SIGNERS

MONROE

CALCULATING MACHINE COMPANY, INC.
 GENERAL OFFICES • ORANGE, N.J.

Please send me the free booklet
 "Give a Thought to Keyboards"

Name.....

Address.....

Which ? WOULD YOU PREFER on your Gums!



Photo-Micrograph of
ORDINARY BRISTLE
MAGNIFIED 16 TIMES



Photo-Micrograph of
ROUND-END BRISTLE
MAGNIFIED 16 TIMES

YOUR TOOTH BRUSH

is a powerful instrument. It can promote a higher degree of health for your teeth and gums. Or it may do the contrary.

Says one of the country's foremost dental authorities: "Scrubbing of the gums by the bristle-ends of a stiff tooth brush can produce serious harm." One glance at the photo-micrographs above tells you why Pro-phy-lac-tic Round-End Bristle is safer!

Instead of jagged, scratchy ends, every Pro-phy-lac-tic bristle-end is as round and smooth as your fingertips. This makes it real double action bristle, especially suited for cleaning and massaging. And it is exclusive with Pro-phy-lac-tic because U. S. patented.

For healthier gums and teeth, try a Pro-phy-lac-tic Tooth Brush. If you like a small brush ask for the new Adult SMALL-Type. The Adult REGULAR is slightly larger. Either is 50¢; and guaranteed. PRO-PHY-LAC-TIC BRUSH CO., Florence, Mass.

NOTE THE FAMOUS TUFT

This tuft makes it easy to give your back teeth the extra care they need, because it actually reaches and cleans the molars

Pro-phy-lac-tic TOOTH BRUSH

No other has ROUND-END Bristle

New! Tooth Powder By Pro-phy-lac-tic

Here is a dentifrice that you know is safe, because it has been awarded the seal of the American Dental Association, and "accepted" as SAFE FOR CLEANING TEETH by the Association's Council on Dental Therapeutics.

We do not claim that Pro-phy-lac-tic Brand Tooth Powder is the dentifrice your dentist uses. But we do believe it is the kind of powder which

dentists would prefer you to use, because the American Dental Association represents 40,000 members of the dental profession. The Council Seal was awarded to Pro-phy-lac-tic Brand Tooth Powder only after an examination of its formula and advertising claims.

Two sizes, 25¢ and 40¢, are now at most drug counters. Next time, ask for Pro-phy-lac-tic Tooth Powder.



Dy-Dee Doll (continued)



From 1,500 to 2,000 Dy-Dee dolls are now being turned out daily in the Fleischaker & Baum factory in New York City. The bodies of soft rubber, and the heads of hard rubber, are made in Akron, by the Miller Rubber Co., Inc. The assembling, finishing and dressing are done in New York.

Above is a rack of finished heads for the \$3 to \$8.50 dolls. These have no wigs. The curls, as well as the lashes, eyebrows and lips, are hand-painted. The flesh tints of head are sprayed on with an airbrush. A diabolical machine with two steel plungers gouges eye sockets. A similar machine with one plunger makes the mouth cavity.

Below is a stack of dolls ready to be dressed. These have washable "skin wigs," swathed in tissue paper for protection against handling. Every doll is washed with soap and water before dressing. Number of undergarments depends on price of doll.



Tiny Tim had big ears so *Mother* got what she wanted



"I WANT a gun and a bike," announced Tiny Tim, whose father was writing a letter to Santa Claus.

"Of course," said Big Tim, "but what about mother?"

"I know that, too," answered Tiny Tim, who had very big ears. "She told Aunt Grace she hoped you'd get her one of those Toastmaster Hospitality Trays, but how would a husband know that?"

"How indeed," agreed father. "But come along. It's only a few weeks until Christmas. Time you should be abed."

Are you juggler enough to balance a brimming cocktail glass in one hand while you help yourself to the hors d'oeuvres? Did the plate of cottage cheese and currant jelly ever topple from your knee, wrong-side up on a Chinese rug?

Such calamities never happen when there is a Toastmaster Hospitality Tray at the party—cocktails, tea, bridge, unexpected suppers and at children's parties.

Here is the latest household accessory, one to make a hostess's heart beat proudly and give confidence to the most bashful man.

On this great, gleaming tray, of walnut or mahogany (take your choice), is a cunning nest of lap trays, each able to support a hungry man's plate and a cooling glass at the same time.

With it are graceful dishes of Duncan glass for tidbits: cheeses, jellies, pickles and jams, and a business-like little toast-trimmer that snips neatly through a slice of crisp toast in a trice.

Last and most important is the new Toastmaster Toaster, a design of beauty and efficiency, modern as the new airliner, efficient as calculus.

With the Toastmaster Toaster on the job, toast-making becomes perfection. None of your charred crusts, none of your pale, under-done anaemic slices.

How do you like your toast? Light, dark, golden brown? Set the indicator, drop in the slices of bread and press down on the handle. That puts the Toastmaster Toaster to work.

From that time on, your responsibility is ended. Go on with the rubber. Listen to the story. Presently, "pop!" your toast is done.

Two brown slices, crisped to perfection, have bobbed up to delight the eye, tempt the appetite.

Two slices or two hundred, as long as the indicator points to the same position, each slice will be exactly like the one before—controlled by our Flexible Timer that individually times each slice of toast.

Doesn't that sound like a grand Christmas present to give to any lady who takes real pride in her home?

This magnificent De Luxe Set—or a companion set, none the less beautiful but less expensive—may be seen with other fine Toastmaster Products, wherever quality appliances are sold.

FREE! "The Party's On"

—A new and interesting booklet on entertainment ideas and games for young and old. Ask for your copy wherever Toastmaster Products are sold, or write direct to: McGraw Electric Company, Toastmaster Products Division, Department 107, Minneapolis, Minnesota.



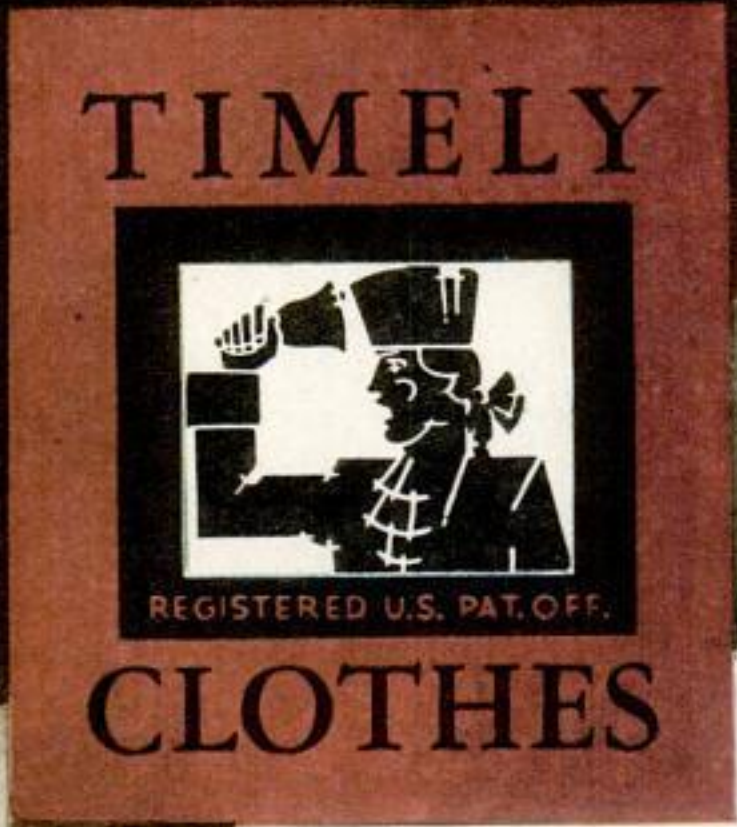
European Sales Office: Frank V. Magrini, Ltd., Phoenix House, 19-23 Oxford St., London, W 1, Eng.

TOASTMASTER PRODUCTS—2-slice fully automatic toaster, \$16.00, with choice of Hospitality Trays, \$19.95 or \$23.50 . . . folding stand, \$5.95 . . . 1-slice fully automatic toaster, \$10.50 . . . Junior toaster, \$7.50 . . . automatic Waffle-Baker, \$12.50



TOASTMASTER
Hospitality Tray





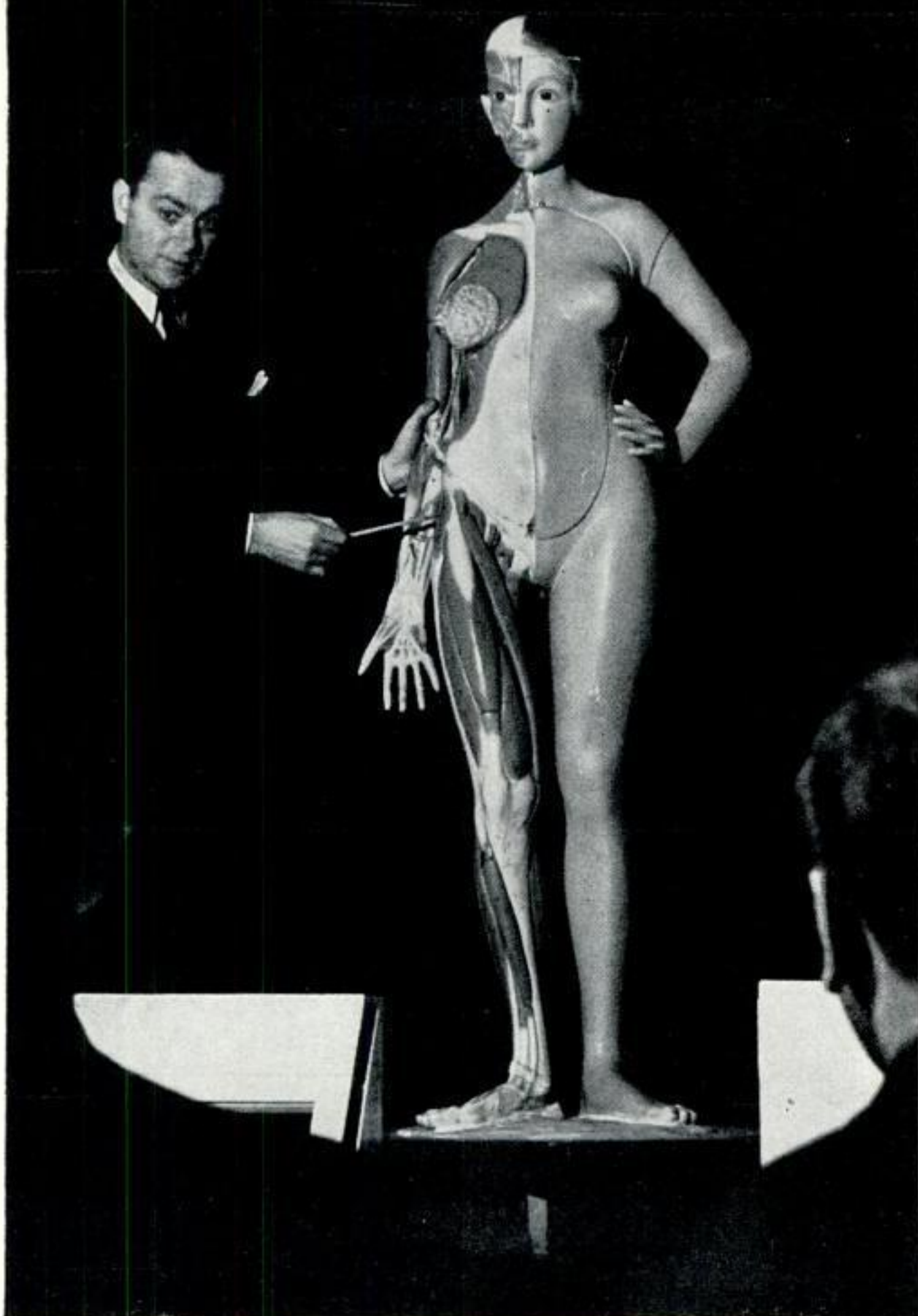
Young Man, Relax-

in TIMELY CLOTHES

It's a tried and true formula. Want a change of mind? Young man, get a change of clothes! TIMELY CLOTHES, to be sure. You'll find a world of repose and contentment in their yielding, quality-loomed fabrics — in their subtle patterns that are as restful as they are refreshing — in their clean lines that give a welcome fillip to the spirit! You'll luxuriate in the comfort of generously cut clothing, so skillfully tailored and fitted you can enjoy complete freedom of movement without sacrifice of youthful trimness. There's added peace of mind, too, in Timely's moderate prices — \$30 to \$55 at your dealer, or write direct. (Address Dept. L for new-type Timely Wishbone Hanger, forwarded to you free upon receipt of ten cents for carriage costs.)

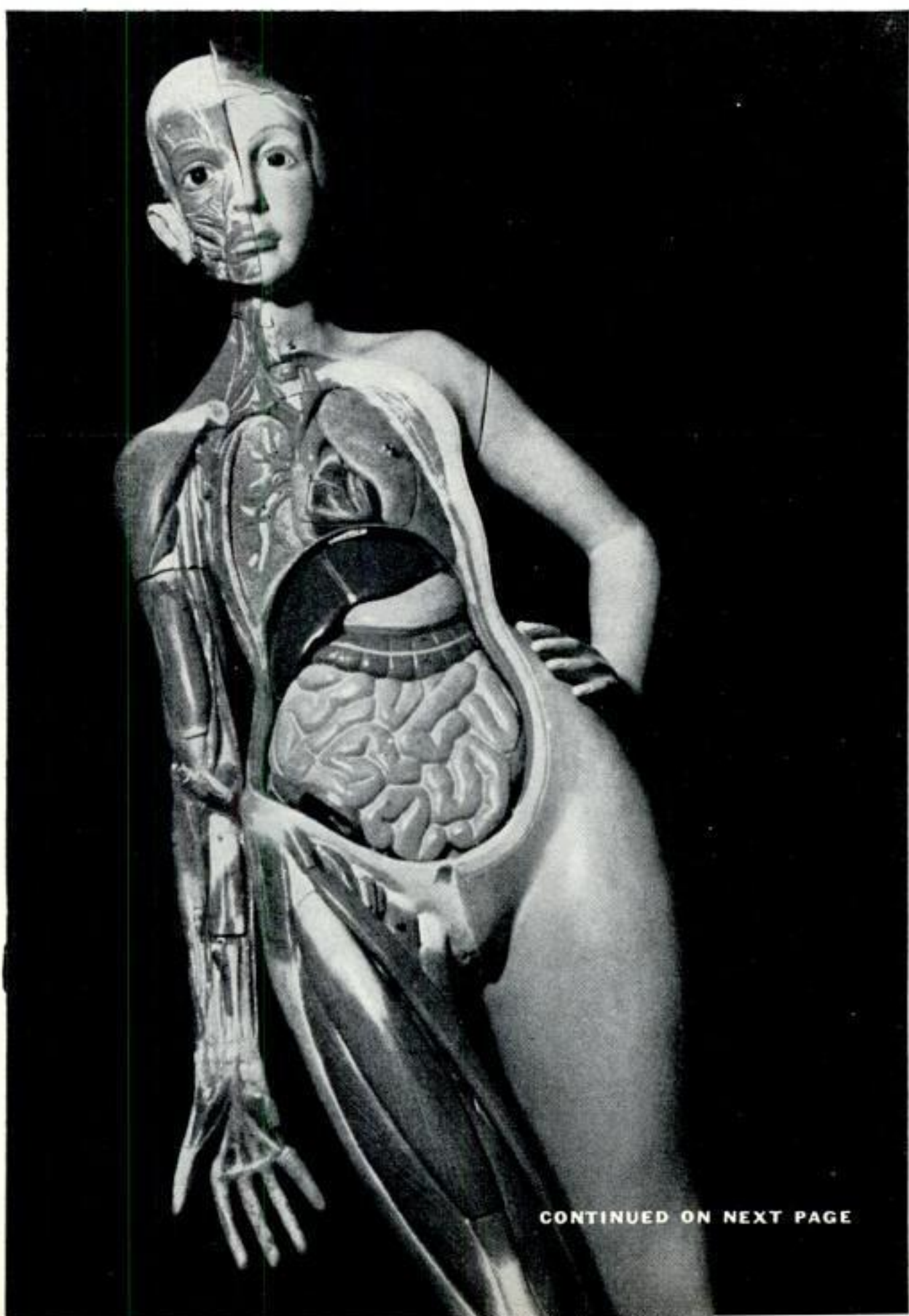
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TIMELY CLOTHES • ROCHESTER, NEW YORK



PLASTER MODEL SHOWS FEMALE ANATOMY

On Nov. 5, the New York Museum of Science & Industry opened a new show called the "Story of Man." Most popular exhibit in the show has proved to be the plaster model of a woman (*shown above*) which is called "Miss Anatomy." Five times a day demonstrators take her apart, layer by layer, organ by organ. Built in Germany, Miss Anatomy has more than a hundred detachable parts. *Above*, a demonstrator has removed a top layer, showing her muscles. Further stripped (*below*), Miss Anatomy exposes her chest, liver, stomach, large intestine, small intestine.



CONTINUED ON NEXT PAGE

NEW-TYPE CAR HEATER

GIVES 4-WAY DOWN DRAFT HEAT



NEW HEAT PRINCIPLE ENDS "COLD SPOTS"

The Goodrich Super De Luxe is an entirely new type of car heater. Its 4-way down-draft action forces heat to ALL parts of the car—assures comfortable *all-over* warmth even in coldest weather. Actually "heat-conditions" your car.



IT'S COMPACT . . . IT'S STREAMLINED— AMERICA'S MOST BEAUTIFUL HEATER

You'll marvel at the compactness and the beauty of this sensational Super De Luxe Heater. Plenty of leg-room, smoothly streamlined, there are no sharp edges to tear stockings. All moving parts are out of sight.

SEE HOW THIS HEATER GIVES YOU 4-WAY HEAT

1. Out to windshield defroster
2. Across to driver's feet
3. Down to passengers' feet
4. Out to entire car



This new-type heater costs only \$18.95 with a slight extra charge for defroster attachment. See your Goodrich Tire and Battery Dealer or Goodrich Silvertown Store about a Super De Luxe Heater. Every heater fully guaranteed by The B. F. Goodrich Company.

OTHER GOODRICH HEATERS AS LOW AS \$9.95

Goodrich *Super De Luxe* Heater

ANOTHER B. F. GOODRICH PRODUCT



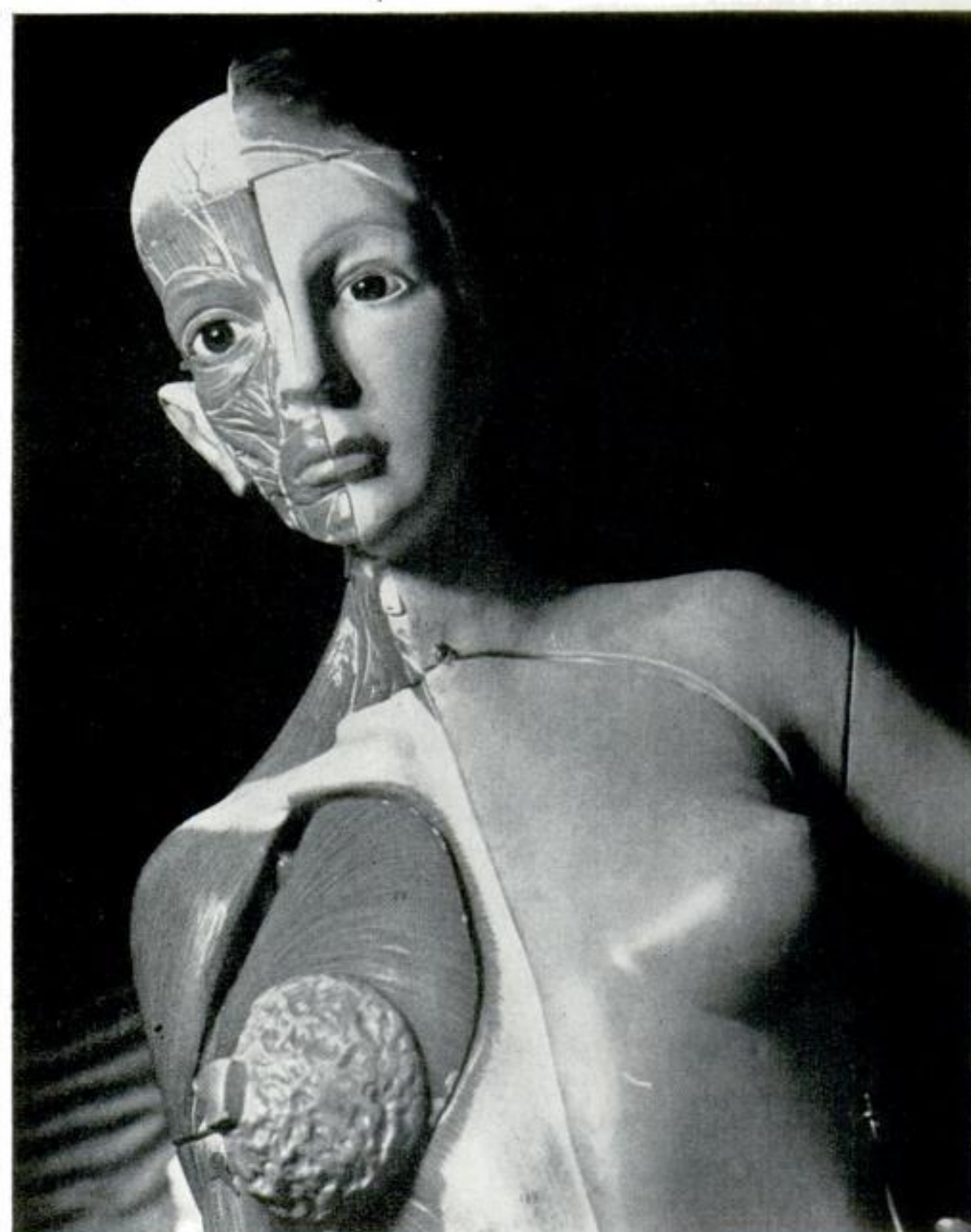
*"It doesn't hurt," brave Bobby said,
when he had skinned his knee,
But germs got in and made poor Bob
as sick as he could be.*

Take Precautions! Always apply an anti-septic to minor cuts, and even to the tiniest scratch...and protect with a *clean* dressing.

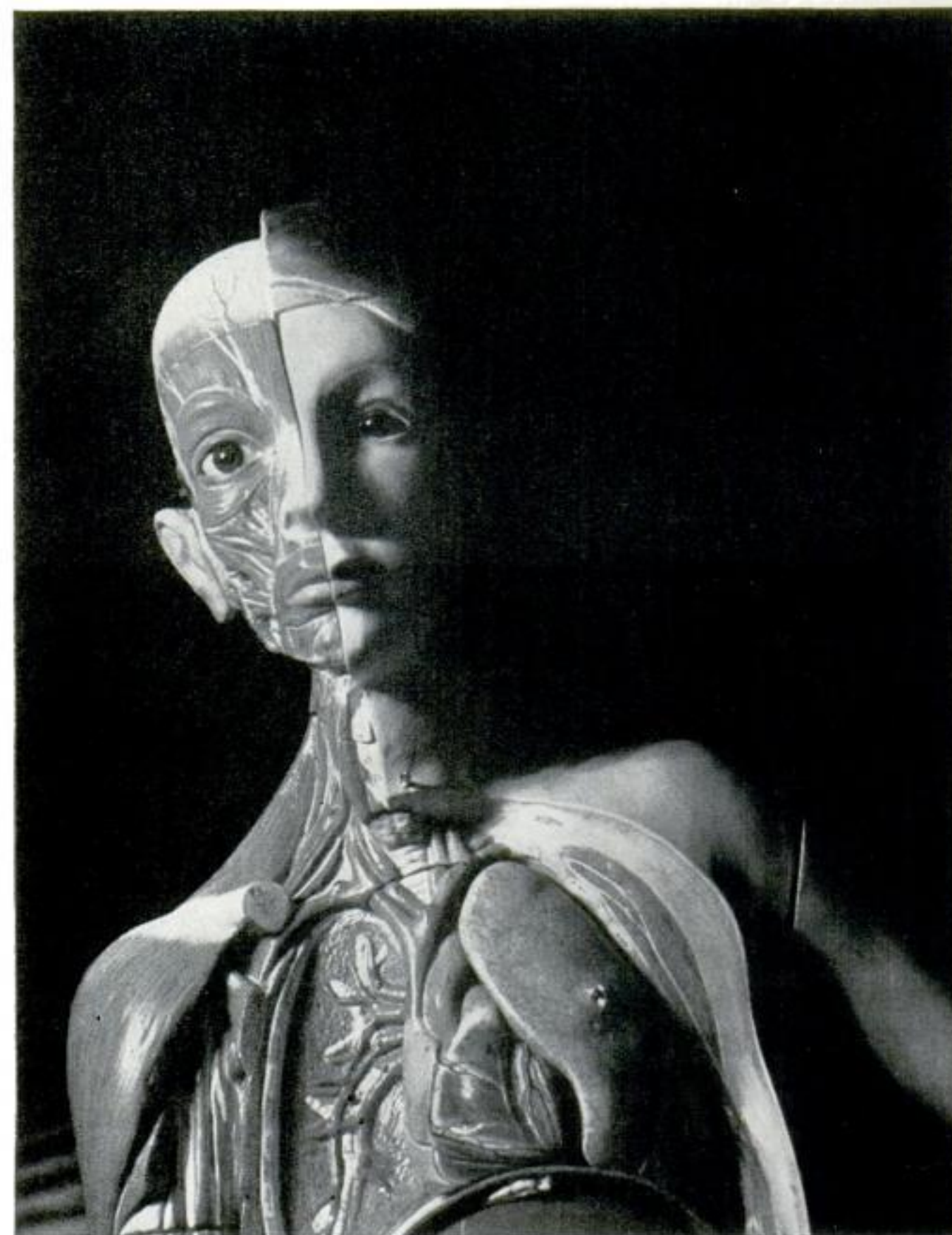
All Johnson & Johnson Red Cross Products marked "sterilized" are sterilized not only in the making. They are sterilized again after they are packaged.

Johnson & Johnson
RED CROSS
COTTON · GAUZE · BANDAGES

Anatomy Model (continued)



Close-ups of Miss Anatomy show her in more detail. Here she is with a top layer of plaster removed, revealing her mammary gland and pectoral or chest muscle.



The interior of Miss Anatomy's chest shows (*left*) the inside of the lung with its bronchial tubes and (*right*) the exterior of the lung over a part of the heart.

[CONTINUED ON PAGE 64](#)

One of America's best delineators of human nature is

GLUYAS WILLIAMS

We asked him to put one of his favorite Suburban Heights characters in a Christmas Shopping setting. He did and we bought it for this page.

That Christmas Shopping List



DETERMINED NOT TO BE CAUGHT AT LAST MINUTE, FRED PERLEY STARTS MAKING OUT HIS CHRISTMAS LIST ON DAY AFTER THANKSGIVING



IN COURSE OF A WEEK COMPLETES LIST OF 39 ASSORTED WIVES, UNCLES, COUSINS, AUNTS AND IN-LAWS, AND REALIZES WITH A START HE NOW HAS TO THINK OF THINGS TO GIVE TO THEM



BECOMES BROODY AND MOROSE, TRYING TO THINK, CHEWS HIS THUMB AT TABLE INSTEAD OF EATING, AND IS VERY DIFFICULT TO LIVE WITH



DAYS PASS. HAS GNAWED TWO DOZEN PENCILS AT OFFICE AND STARTED ON THIRD DOZEN WHEN HE SEES AN ADVERTISEMENT! 'PHONES THE REAL SILK REPRESENTATIVE TO COME OVER AT ONCE



WITHIN 30 MINUTES HAS SELECTED STOCKINGS, SHIRTS, SOCKS, NIGHTGOWNS, LOUNGING PAJAMAS, TIES, UNDERWEAR, LINGERIE ETC., FOR EVERYONE ON HIS LIST, MALE AND FEMALE



WITHOUT A CARE IN THE WORLD, WALKS HOME, CHEERILY HUMMING CHRISTMAS CAROLS

GLUYAS WILLIAMS

PAINLESS FOR YOU—*Perfect* FOR THEM

This Complete Christmas Shop that comes to you, lets you select, then personalizes, wraps and delivers your gifts...

New idea in answering that old problem—Christmas Shopping. New ideas in gifts for old friends, new friends, relatives, or employees. It's the new Realsilk Gift Service that comes to you right in your home or office at your convenience.

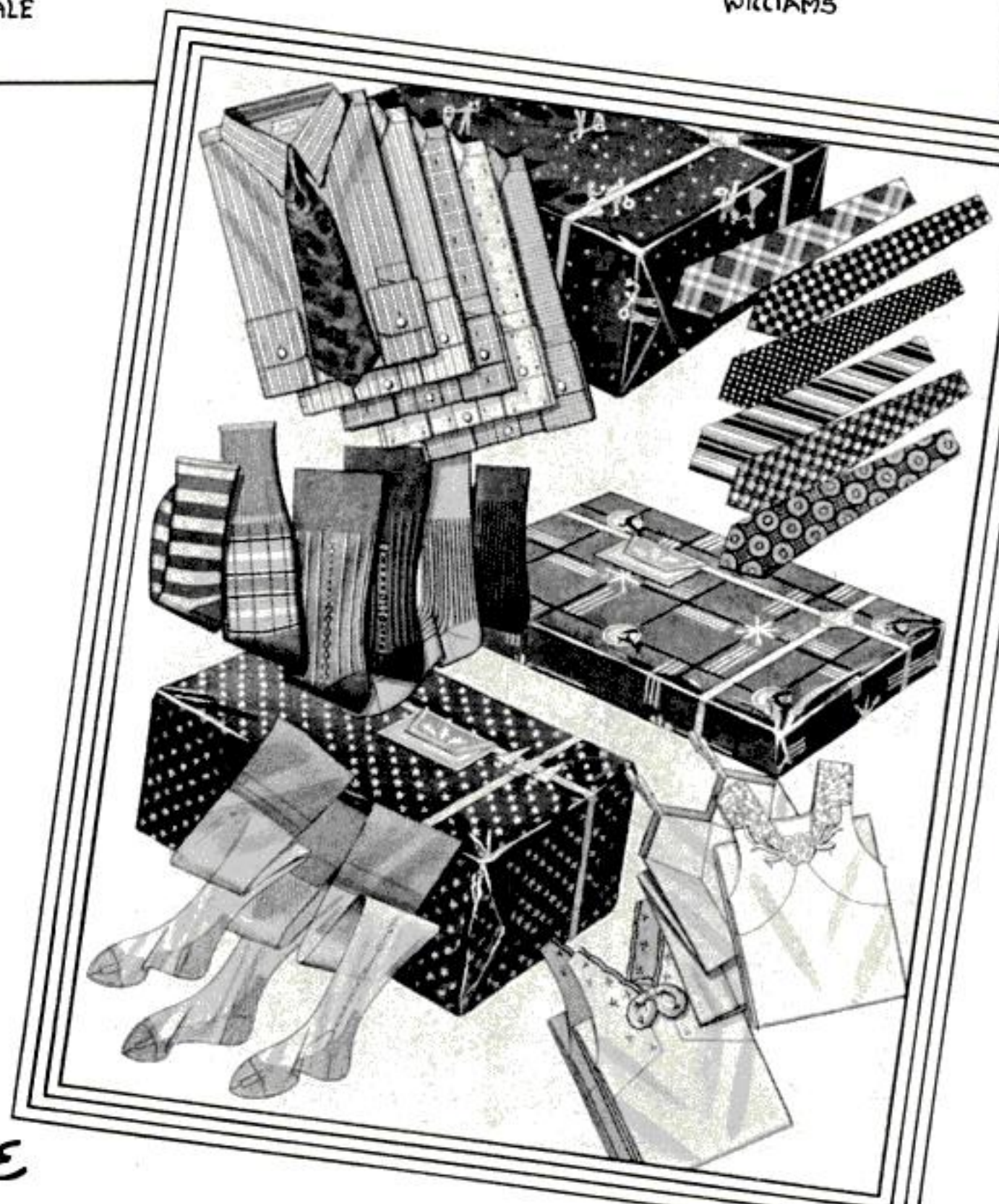
You select. Realsilk wraps and delivers. Your gifts are put up in real Christmas-y fashion, with stars, Cellophane and ribbons—and at nominal cost. Any size package.

Realsilk inserts your personal greeting card and delivers your gifts, anywhere in the United States at any date you wish. You don't have to take gifts home, re-wrap and then mail—of course unless you wish. Call the Realsilk Repre-

sentative. Let him show you hosiery, lingerie, lounging pajamas, negligees and other lovely things for women. Let him exhibit those famous Realsilk socks, shirts, ties, pajamas, underwear and other smart haberdashery for men. He'll fill out "That Christmas Shopping List" in a couple of trices. Realsilk Hosiery Mills, Inc., Indianapolis, Ind. Branches in 200 leading cities.

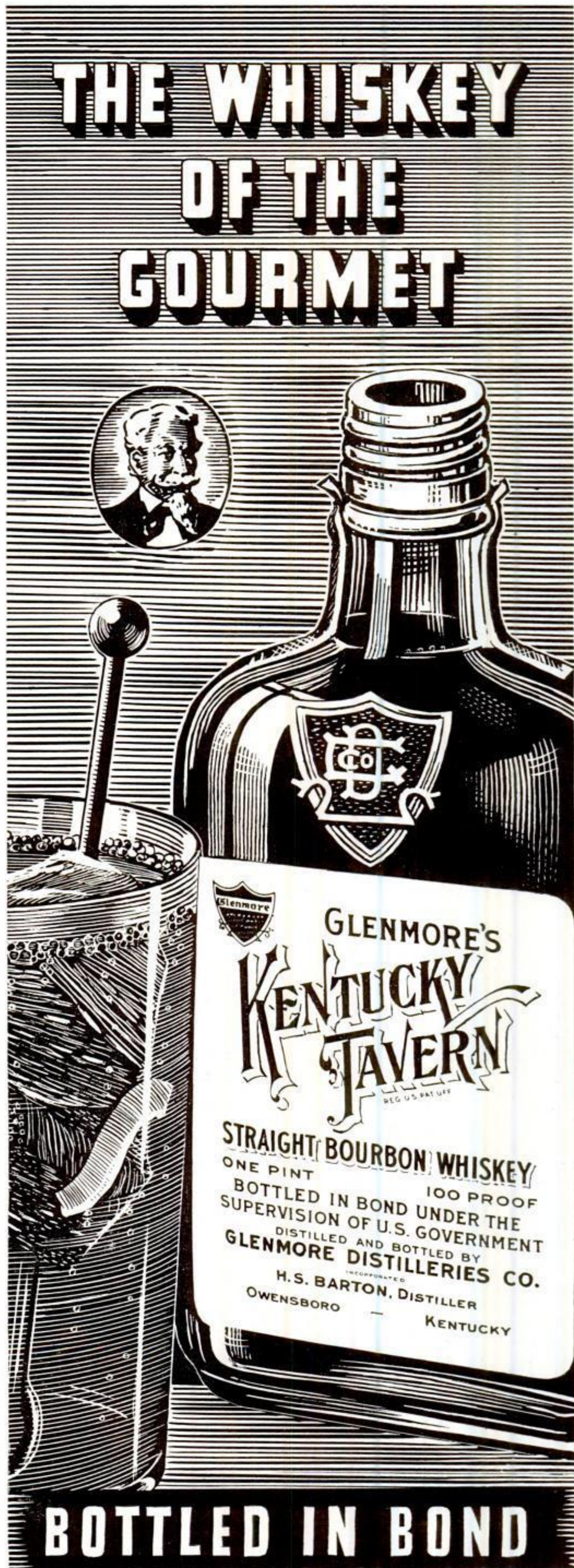
P. S. If you have a Group Giving problem (employees and business associates) Realsilk offers the perfect individualized answer to that, too. Ask the representative.

You'll recognize a Realsilk Representative by this famous Button.



REAL SILK Gift Service

THE WHISKEY OF THE GOURMET

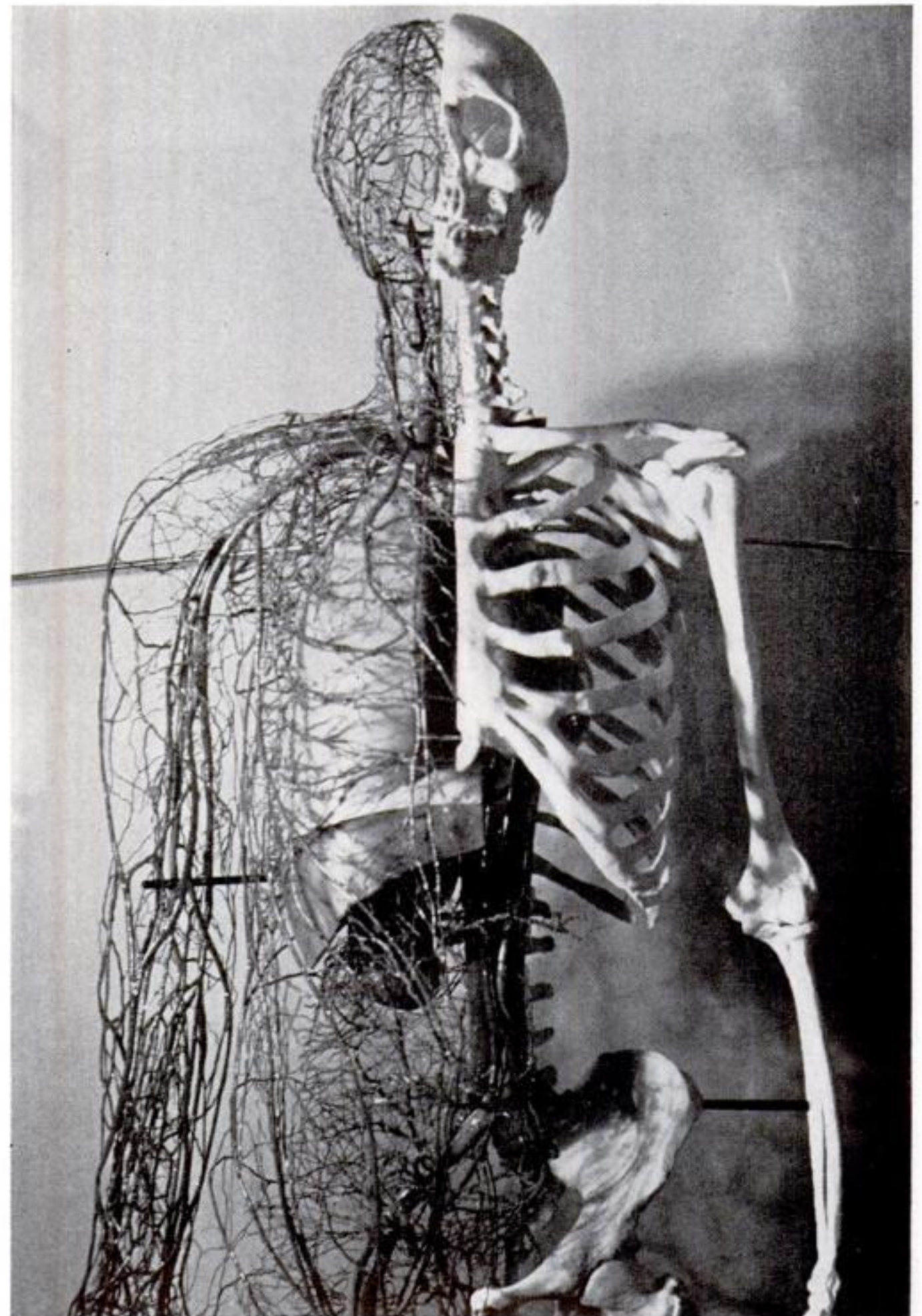


**GLENMORE'S
KENTUCKY
TAVERN**
STRAIGHT BOURBON WHISKEY
ONE PINT 100 PROOF
BOTTLED IN BOND UNDER THE
SUPERVISION OF U.S. GOVERNMENT
DISTILLED AND BOTTLED BY
GLENMORE DISTILLERIES CO.
H.S. BARTON, DISTILLER
OWENSBORO — KENTUCKY

BOTTLED IN BOND



Miss Anatomy has companions in the Museum of Science & Industry show. Model (above) is made of cellophane. It shows how man's muscles look when put into action.



Circulatory system with its intricate structure is described by the maze of wires (above) which represent arteries and veins. Other half of this model is skeleton.

A NOSE FOR NEWS! THAT'S WHY LOWELL THOMAS PICKS DESOTO AS CAR OF YEAR



America's Ace
Radio Commentator
has a Big Story about
his new De Soto Car

"It's AMERICA'S SMARTEST low-priced car!" That's the motor news of the year—flashed to you by De Soto-owner Lowell Thomas.

Here's what he says: "The great new De Soto is news because it *interests* people. It attracted thousands at the auto shows and it's being talked about all over America! I'm certainly sold on mine!"

No wonder! This great car is more luxurious than ever...both inside and out. Faster pick-up...easier handling...bigger, *genuine* hydraulic brakes...more comfortable Safety Interior...the year's smartest styling—every

great new De Soto feature is a page one headline story

And here's the best news yet: De Soto is priced just a few dollars above the lowest! This *big* car actually costs no more to run than most *small* cars!

It's easy to own! See your De Soto dealer. DE SOTO DIVISION OF CHRYSLER CORPORATION, Detroit, Mich.



IT'S AMERICA'S SMARTEST LOW-PRICED CAR

QUICK FACTS: 1. "Lightning-fast" pick-up... Improved 93-h.p. "Economy Engine." 2. Patented Floating Power engine mountings. 3. Longer wheelbase...119 inches. 4. Bigger hydraulic brakes. 5. Easier shifting. 6. Safety-steel body rubber-mounted on a bigger, stronger frame. 7. Luxurious Safety Interior. 8. "Cushioned" ride with airplane-type shock-absorbers. 9. Easier steering...no "road-shock." Ask for Official Commercial Credit Company Finance Plan.

TUNE IN MAJOR BOWES' AMATEUR HOUR—COLUMBIA NETWORK—THURSDAYS, 9 TO 10 P. M., E. S. T.

SEE YOUR DE SOTO DEALER

FOR A
GREAT CAR, FINE SERVICE
AND A SQUARE DEAL



Young Folks' Specials

... rich and luscious



A GRAND **BIG** CAKE—FOR ENTERTAINING!



You'll need a big cake when the young crowd tastes this rich, exciting Baker's Chocolate masterpiece! They'll eat up even the crumbs, that are so moist and tender and really *chocolaty*! For Baker's Chocolate is *much richer* than any other. That's why it makes your cakes so very much richer in color and flavor.

Follow the recipe below *exactly*. You'll like the square layers—so easy to cut, without waste, in attractive individual servings!

HARVEST CHOCOLATE LAYER CAKE

(5 eggs)
 2½ cups sifted Swans Down Cake Flour
 1 teaspoon soda
 ¼ teaspoon salt
 1 cup butter or other shortening
 2 cups sugar
 5 eggs, well beaten
 3 squares Baker's Unsweetened Chocolate, melted
 1 cup sour milk or buttermilk
 2 teaspoons vanilla

Sift flour once, measure, add soda and salt, and sift together three times. Cream butter thoroughly, add sugar gradually, and cream together until light and fluffy. Add eggs and beat well; then add chocolate and blend. Add flour, alternately with milk, a small amount at a time, beating after each addition until smooth. Add vanilla. Bake in two greased layer pans, 9x9x1 inches, in moderate oven (350° F.) 35 minutes, or until done. Spread Sea Foam Seven Minute Frosting between layers and on top and sides of cake. Decorate with a 1-inch border of chocolate flakes.

SEA FOAM SEVEN MINUTE FROSTING—Combine in top of double boiler: 2 unbeaten egg whites, 1½ cups brown sugar, firmly packed, dash of salt, and 5 tablespoons water. Beat with rotary egg beater until thoroughly mixed. Place over rapidly boiling water, beat constantly with rotary egg beater, and cook 7 minutes, or until frosting will stand in peaks. Remove from boiling water; add 1 teaspoon vanilla and beat until thick enough to spread. Spread on cake. While frosting is still soft, but cold, sprinkle chocolate flakes around top of cake to form 1-inch border. For chocolate flakes, scrape chocolate with a sharp knife; hold at right angles to chocolate and scrape with a downward motion.

(All measurements are level)



BETTER BUY BAKER'S—

Known since 1780 as America's finest chocolate! It is *so much richer* than ordinary chocolate that it gives all your chocolate dishes extra fine flavor and color. Look for the famous "Chocolate Girl" trade-mark on the package. Baker's Chocolate is a product of General Foods.

Enjoy the extra richness of BAKER'S CHOCOLATE



REG. U.S. PAT. OFF.

for the Thanksgiving week-end with Baker's Chocolate



PRACTICALLY PERFECT SATURDAY DESSERT!

Imagine, after an afternoon in the crisp November air, having one of these Chocolate Soufflés set steaming before you! Um-m-m, its rich chocolate fragrance! . . . its rich chocolate taste! And not too

heavy a dessert to eat before the dance! Gee, Mother's a parent with swell ideas! (She's smart, too, to make her soufflés with Baker's Chocolate. No other chocolate has Baker's *extra richness*.)

INDIVIDUAL CHOCOLATE SOUFFLÉS

2 squares Baker's Unsweetened Chocolate
2 cups milk
 $\frac{1}{2}$ cup sugar
 $\frac{1}{2}$ cup flour
 $\frac{1}{2}$ teaspoon salt
2 tablespoons butter
1 teaspoon vanilla
4 egg yolks, beaten until thick and lemon-colored
4 egg whites, stiffly beaten

Add chocolate to milk and heat in

double boiler. When chocolate is melted, beat with rotary egg beater until blended. Combine sugar, flour, and salt; add small amount of chocolate mixture, stirring until smooth; return to double boiler and cook until thickened, stirring constantly; then continue cooking 5 minutes, stirring occasionally. Add butter and vanilla; cool slightly while beating eggs. Add egg yolks and mix well. Fold into egg

whites. Turn into greased individual casseroles or large custard cups, filling them $\frac{3}{4}$ full. Place in pan of hot water and bake in moderate oven (350° F.) 45 to 50 minutes, or until soufflés are firm. Serve immediately with slightly sweetened whipped cream; or garnished with rosettes of frozen whipped cream, made by placing rosettes on waxed paper in tray of automatic refrigerator until frozen. Serves 6.

BETWEEN-MEAL SNACKS— Chocolate to their hearts' content!



Here's a *double chocolate* concoction in the tradition of the college tea-room . . . yet so tender, so chewy with nut-meats, so *smoothly* rich-tasting that even oldsters are tempted. Make "College Fudge Bars" with Baker's Chocolate for luscious flavor without harshness. Baker's has extra quality, famous since 1780!

COLLEGE FUDGE BARS

$\frac{1}{2}$ cup sifted flour
 $\frac{1}{2}$ teaspoon Calumet Baking Powder*
 $\frac{1}{2}$ teaspoon salt
 $\frac{1}{2}$ cup butter or other shortening
2 squares Baker's Unsweetened Chocolate, melted
1 cup sugar
2 eggs, well beaten
 $\frac{1}{4}$ cup milk
1 teaspoon vanilla
1 cup broken walnut meats

Sift flour once, measure, add baking powder and salt, and sift together three times. Add butter to chocolate and mix well. Add sugar gradually to eggs, beating thoroughly; then add chocolate mixture and blend. Fold in flour. Add milk, vanilla, and nuts, and mix well. Bake in greased pan, 8x8x2 inches, in slow oven (325° F.) 1 hour, or until done. Remove from pan and cool. Cut in bars, 4x1 inches. Frost tops with Bittersweet Chocolate Coating. Makes 16 bars.

*If another baking powder is used, adjust the proportions as recommended by the manufacturers.

BITTERSWEET CHOCOLATE COATING—Melt 3 squares Baker's Unsweetened Chocolate in small bowl over hot water; cool. Bring $\frac{1}{2}$ cup sugar and 4 tablespoons water to a boil and boil $\frac{1}{2}$ minute. Cool until lukewarm. Add gradually to chocolate, stirring until blended. Cool, stirring occasionally, until thick enough to spread.



Thrifty Note!

AMERICA'S FINEST COCOA NOW AMAZINGLY LOW IN PRICE!

BAKER'S COCOA TASTES SO GOOD!
MOTHER SAYS IT'S ALWAYS BEEN
THE BEST COCOA-EVER SINCE BACK
WHEN GEORGE WASHINGTON WAS
ALIVE. TODAY OUR GROCER HAD
A "SPECIAL" ON BAKER'S AND
MOTHER
BOUGHT 3
CANS!



Watch for the BAKER'S
Low-Price "Specials"
at your grocer's

Copyright, General Foods Corp., 1937

AND COCOA

THE QUALITY FAMOUS SINCE 1780



Free!

BAKER'S "SAMPLER" BOOK OF FAMOUS CHOCOLATE RECIPES

Fourteen "sample" recipes selected from Baker's magnificent new book of "Famous Chocolate Recipes." Gorgeous layer cakes, brownies and small cakes, puddings, pies, sauces, candies. Illustrated in full color. Send this coupon for your copy—now! Mail to:

GENERAL FOODS, BATTLE CREEK, MICHIGAN

L.M. 11-22-37

Your Name _____ Street _____

City _____ State _____

(If you live in Canada, address General Foods, Ltd., Cobourg, Ont.) (Offer expires June 1, 1938)

Just in time for Christmas...

exquisite New 1938 Styles in Watches by

GRUEN

Opposite that very special name on your Christmas list, write —Gruen—the proudest name in Time. Gruen offers you a perfect answer to your gift problem. A thrilling array of brilliant new Gruen watches makes it easy to select a style perfectly suited to the one receiving this treasured gift. See your Gruen jeweler!

THE GRUEN WATCH COMPANY • TIME HILL • CINCINNATI • U. S. A.
In Canada: Toronto, Ontario

Be sure to see the NEW GRUEN CURVEX* the World's First "custom-curved" Wristwatch!

©Trade Mark reg. U. S. patent office. No other manufacturer is permitted to make the Curvex or to use the name. Copyright 1936, The Gruen Watch Co.



Patented, U. S. Patents No. 1855952 Re. 20480

Here Gruen combines the beauty of a curved case with the accuracy of a full-size movement actually curved to fill the wristform case. Even if the case were removed, the revolutionary CURVEX movement still would conform to the curve of the wrist.



A curved case only. The conventional flat movement, conflicting with the shape of the case, is relatively small and fragile. Accuracy is sacrificed to appearance. The cases in the diagrams above are the same size. But notice the difference in the movements!



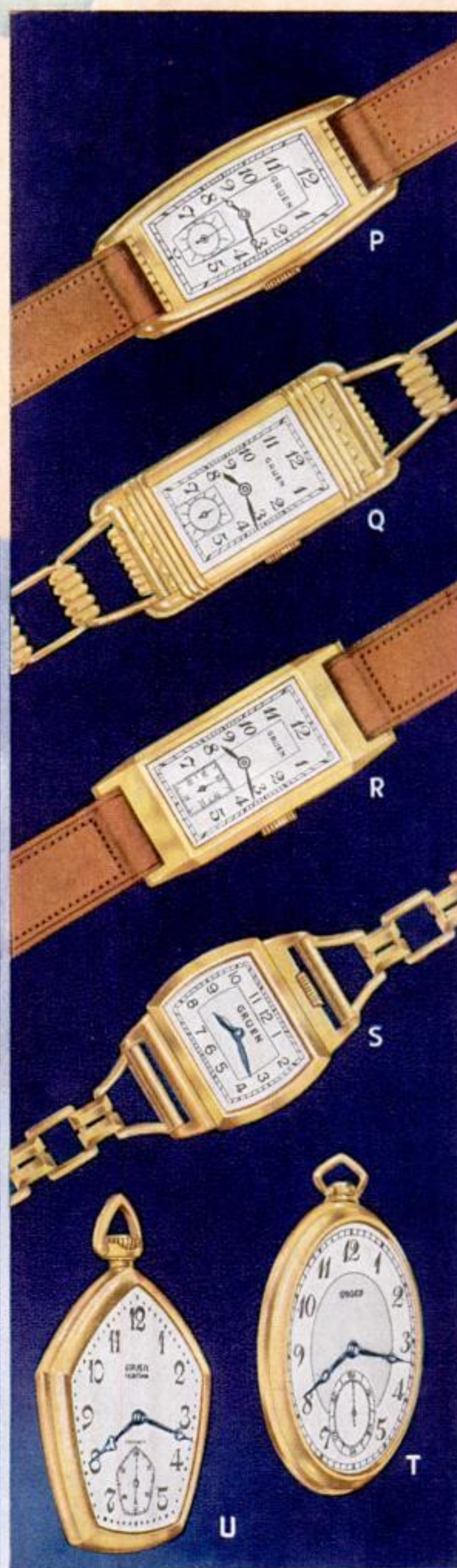
A—STAR: 15 jewels, yellow gold filled case . . . \$29.75
B—GLORIA: 15 jewels, yellow gold filled case . . . \$33.75
C—ASHLAND: 17 jewel Precision, yellow gold filled case . . . \$39.75
D—MARCIA: 17 jewel Precision, yellow gold filled case . . . \$42.50
E—DELIGHT: 17 jewel Precision, yellow gold filled case . . . \$49.75
F—BANFF: 17 jewel Precision, 14 kt. solid white gold, 20 diamonds . . . \$89.50
G—CALAIS: 17 jewel Precision, Platinum case, 42 diamonds . . . \$250

H—LADIES' CURVEX COUNTESS: 17 jewel Precision, 14 kt. yellow or white gold filled . . . \$42.50
LADIES' CURVEX PRINCESS: 17 jewel Precision, 14 kt. solid yellow gold . . . \$59.50
I—LADIES' CURVEX PEERLESS: 17 jewel Precision, 14 kt. yellow gold filled, bracelet to match . . . \$55
J—LADIES' CURVEX CONSORT: 17 jewel Precision, yellow gold filled, 4 diamonds . . . \$67.50
K—LADIES' CURVEX TSARINA: 17 jewel Precision, 14 kt. solid yellow gold, 8 diamonds . . . \$100



East View, Time Hill Plant, The Gruen Watch Company, Cincinnati, U. S. A.

GRUEN—since 1874, the Watch of Discriminating Americans



L—CURVEX PEER: 17 jewel Precision, 14 kt. yellow gold filled . . . \$50
CURVEX TRIUMPH: Same as the Peer, with gold filled bracelet . . . \$55
M—CURVEX DUKE: 17 jewel Precision, 14 kt. yellow gold filled . . . \$50
CURVEX KING: 17 jewel Precision, 14 kt. solid yellow gold . . . \$87.50
N—CURVEX MARSHALL: 17 jewel Precision, 14 kt. yellow gold filled . . . \$59.50
CURVEX MAJOR: Same as the Marshall, with leather strap . . . \$55
O—CURVEX MAJESTY: 17 jewel Precision, 14 kt. yellow gold filled . . . \$59.50

CURVEX PRINCE: 17 jewel Precision, 14 kt. solid yellow gold . . . \$125
P—MASTER: 15 jewels, yellow gold filled, Guildite back . . . \$29.75
Q—CREST DE LUXE: 15 jewels, yellow gold filled, Guildite back . . . \$33.75
R—BURTON: 17 jewels, yellow gold filled case . . . \$37.50
S—FIFTH AVENUE: 17 jewels, yellow gold filled case . . . \$42.50
T—KNOX: 17 jewels, yellow gold filled case . . . \$35
U—HARVARD: 17 jewel Precision, yellow or white gold filled . . . \$59.50

ALBANIA'S KING ZOG MAY VISIT ROME

"Little Napoleon of the Near East" is the title given self-made King Zog of Albania by his enemies. Though he seeks to Westernize his semi-Oriental country in the Balkans, he has practically sold it out to Mussolini. Last spring Fascist "crown prince" Galeazzo Ciano visited Zog to renew 20-year treaties, but the Italian Foreign Minister so displeased Moslem chieftains by his haughty demeanor that they revolted when he left. This, however, was nothing new to Zog who, in nine years of reign, has escaped repeated attempts at assassination and put down repeated revolts. He is now planning to visit Rome to 1) marry off more of his five sisters and 2) secure, possibly, an Italian bride with money and power.



After this meeting between King Zog and Ciano (March 1937), Albanians revolted.



Zog's sisters are here tricked out in circus-like riding togs. Three of these are in search of husbands, and may get them soon as a result of his visit to Rome.



In the royal palace at Durazzo, youngest Sister Maxhide wears this modish gown.



At a Moslem festival, Princess Maxhide wears this native Albanian dress.

CONTINUED ON NEXT PAGE

SOOTHING CHAPPED HANDS. NO PROBLEM!



If hands could talk, they'd tell how blustery weather roughens them . . .

But Hinds Honey and Almond Cream makes them smooth and dainty again!



Copyright, 1937, Lehn & Fink Products Corp., Bloomfield, N. J.

HANGNAILS. Rough, red skin. Chapped knuckles that smart. Time for Hinds!

Hinds Honey and Almond Cream, with its extra-creamy ingredients and its "sunshine" Vitamin D, soon makes hands soft, smooth, dainty. Skin is soothed back to comfort. Dishwashing loses its reddening effect. Biting winds no longer leave that sore, chapped look. Turn to Hinds Honey and Almond Cream—for Honeymoon Hands. \$1, 50c, 25c, 10c. Dispenser free with 50c size—attached to bottle, ready to use.



Copyright 1937 NEA Service, Inc.

Hinds is used daily on their precious skin

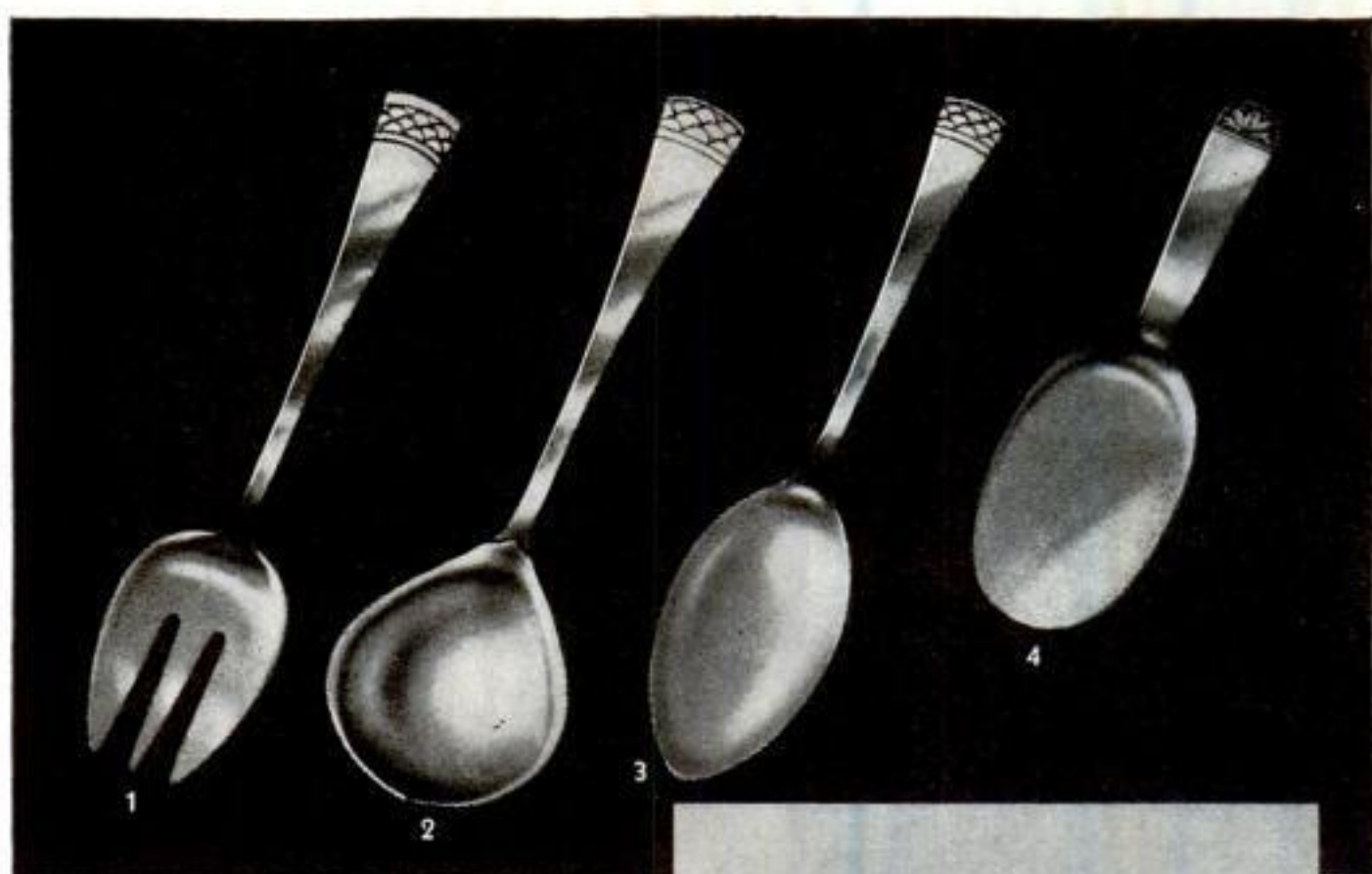
Icy Canadian winds roar... but the tender baby skin of the "quins" is protected by Hinds Honey and Almond Cream. . . . Grand for *your* children too, for chapped, chafed, tender skin.

HINDS
HONEY AND ALMOND CREAM

FOR HONEYMOON HANDS

They'll Flatter Your Table Like Christmas-Eve Candles

... **THESE REED & BARTON NEW-TO-AMERICA STERLING SERVING PIECES**



HERE are brand new sterling creations to help put your table in party dress—whether you're addicted to dinner at eight for a dozen or gay get-togethers "just because".

See them at your jeweler's—and remember, you could pay no finer compliment than to select that "very special gift" from these delightful sterling serving pieces.

1 "Hollywood" Salad or Serving Fork—delightful to look at, practical to use **\$7.50**

2 Note the unusually deep set bowl with flange edge on this "Hollywood" Berry or Salad Spoon **\$7.50**

3 "Hollywood" Utility Spoon. Graceful and practical for all types of food. **\$5.00**

4 This "Hollywood" Ice Cream or Aspic Server also takes the cake . . . **\$3.50**

5 Life won't be all gravy for this "Hollywood" Ladle. Grand, also, for cream, mayonnaise or sauce . . **\$5.00**

6 Dainty, and a bit romantic is this unique little Pendant Ladle . . **\$7.50**

7 This genial gentleman will make himself useful in "rumpus rooms". Sunny Jim Water Pitcher. Silver plated **\$15.00**

8 She shall serve smartly from this Sea Shell Sandwich or Fruit Dish. Silver plated **\$12.50**

We call this the Tidbit Set—grand for "help-yourself" suppers. Five useful sterling pieces in "Wild Rose" pattern. The set, including attractive case, only **\$15.00**. Or you may buy single pieces separately.

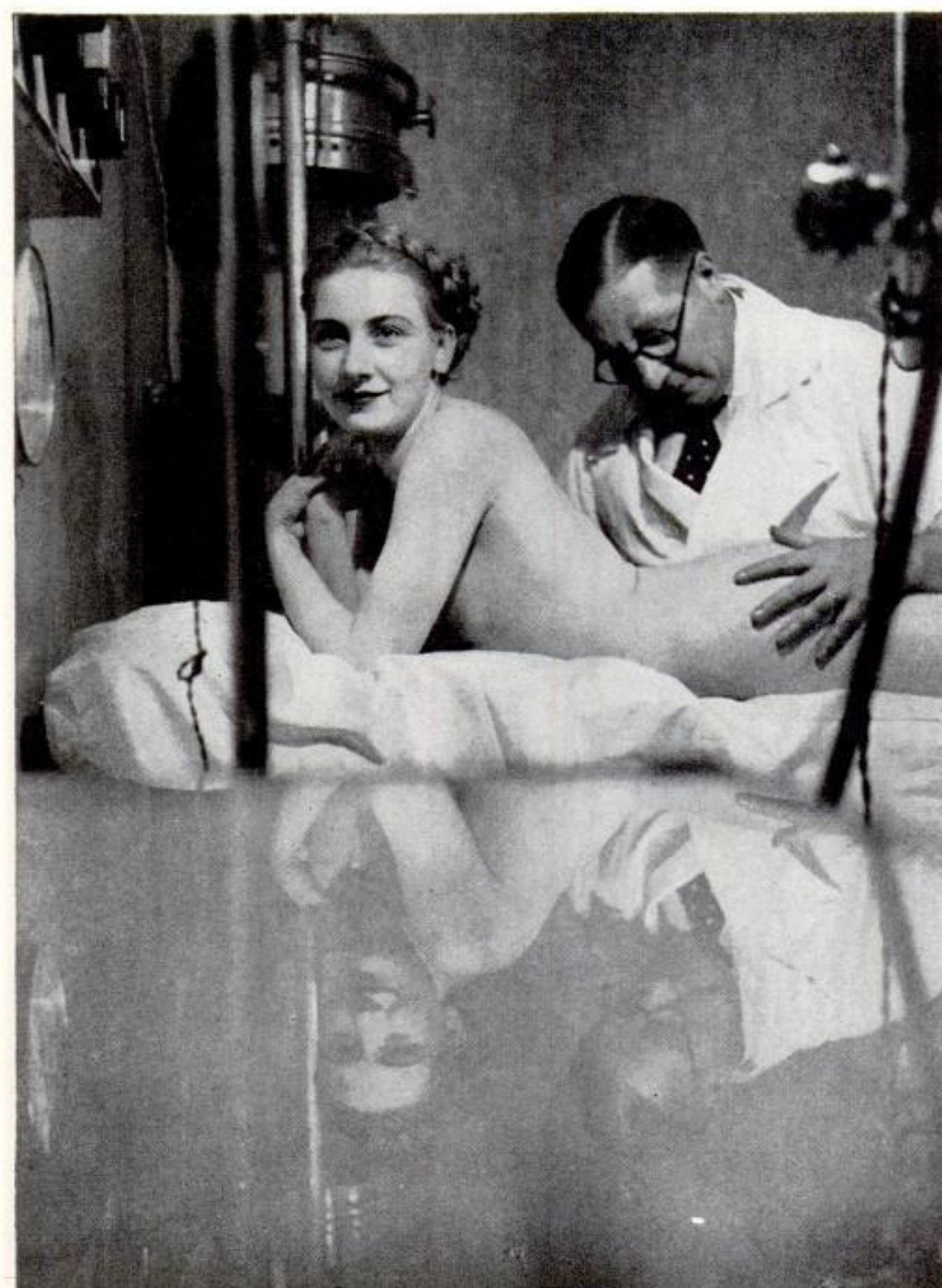


REED & BARTON Silversmiths
TAUNTON, MASS.

King Zog may visit Rome (continued)



Zog's great friend is Tania Visirova, Russian-born cabaret dancer, seen (above) in *Folies Bergères* costume, and (below) with her Parisian masseur. Zog met her in a night club, made her an opera prima donna, gave her such political importance that Mussolini dined her. Recently she fled to France, would now come to the U. S.



The most beautiful thing on wheels
AGAIN OUTVALUES THEM ALL !



**BETTER LOOKING
 BETTER BUILT
 A BETTER BUY**



GENERAL MOTORS TERMS
 TO SUIT YOUR PURSE

***SMOOTHER • SMARTER • ROOMIER* THAN YOU
 EVER THOUGHT A LOW-PRICED CAR COULD BE**

**NEW SAFETY SHIFT
 GEAR CONTROL***

Exclusive to Pontiac in the low-price field, this great feature clears up the front floor, speeds shifting, and lets you change gears with both hands near the wheel.

PONTIAC REFUSED to believe that a low-priced car must *look* low-priced . . . or that owners must sacrifice anything worthwhile. Here's the result: Pontiac, for the fourth successive year, is popularly called the most beautiful thing on wheels. Pontiac's big, imposing, Unisteel Bodies by Fisher, incredible smoothness, and Safety Shift Gear Control* have added

so much to comfort and driving ease that owners of far more expensive cars are swinging to Pontiac. Yes, Pontiac has definitely stepped away from the low-price field—*except in price and economy!* That's why the word spreads that Pontiac again outvalues them all—simply because it's better looking, better built and a better buy than America ever thought a low-priced car could be!

TWO GREAT RADIO PROGRAMS: "News Through a Woman's Eyes" every Mon., Wed., and Fri. at 2 p.m., E.S.T., Columbia Network. "Varsity Show"—direct from the leading college campuses every Friday night, NBC Blue Network at 9 p.m., E.S.T., 8 p.m. C.S.T., 7 p.m. M.S.T., 6 p.m. P.S.T. TUNE IN!

1938  PONTIAC

THE LATEST AND GREATEST FEATURES OF AMERICA'S FINEST LOW-PRICED CAR

NEW SAFETY SHIFT GEAR CONTROL* (optional at slight extra cost) • NEW SILVER STREAK STYLING • NEW CLUTCH PEDAL BOOSTER • NEW SAFETY STYLED INTERIORS • NEW BATTERY LOCATION • PERFECTED KNEE-ACTION RIDE • IMPROVED CENTER-POINT STEERING • BIG-CAR WHEELBASE (117" on Six, 122" on Eight) • TRIPLE-SEALED HYDRAULIC BRAKES • UNISTEEL BODIES BY FISHER

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BUY KLEENEX*
in the
SERV-A-TISSUE BOX

it Saves as it Serves
just one double
tissue at a time



● Only Kleenex comes in this Serv-a-Tissue box that ends tissue waste and mess—saves time, trouble, tissues! Pull just one double tissue easily, quickly—another pops up ready for use. Life's too short to fumble with clumsy boxes and inferior tissues—adopt the Kleenex Habit for handkerchief use during colds and for its many other uses.

This 200 sheet Kleenex Serv-a-Tissue box is the handy size for every room in the house. And in your car it's simply indispensable.

ALL 200 SHEET KLEENEX
NOW ON SALE IS PACKED IN
THE SERV-A-TISSUE BOX

KLEENEX*
DISPOSABLE TISSUES

(*Trade Mark Reg. U. S. Patent Office)

STRIKING SEAMAN SITS DOWN IN RIVER

For his own private sit-down strike Stanley Sumsky, seaman, built himself a raft a couple of weeks ago, floated it at midnight down the Manhattan side of New York's East River. Neither wages, hours nor working conditions were concerned in Sailor Sumsky's sit-down. His strike was simply a gesture of self-expression, an eloquent protest against an insensate world. The East River, said he, suited his mood of dark melancholy.



Sighting Sumsky from their waterfront beat, New York police ordered him to come ashore. When he refused, they telephoned headquarters of the city's marine patrol.



Into the black waters plunged Sailor Sumsky when a police launch chugged up the river toward his raft. Faced with inevitable capture, he struck out for shore.



Shivering Sailor Sumsky was permitted to warm himself briefly over a fire built by the police. Later he was taken to Bellevue Hospital, held for observation.

Now
EVERYONE
CAN OWN A
CROSLEY
AUTO RADIO

THE CROSLEY FIVE ROOM RADIO \$19.99

YOU'RE THERE WITH A CROSLEY



CICO
IS PASTE THAT *Sticks*

■ Whether pasting is part of your job or if you are just an occasional "paster," you'll find this unique Liquid Paste a joy.

It really *sticks*, and with the improved rubber spreader you can apply it evenly and in the right amount without mess or trouble.

The smart modern jar is a far cry from the old "paste pot." Of gleaming opal glass and striking black and silver cap and label, it's attractive enough for a place in plain view on your desk or table.

CARTER'S CICO
LIQUID PASTE—READY TO USE

Question: "How can we get the most comfort in our home with the lowest operating costs?"

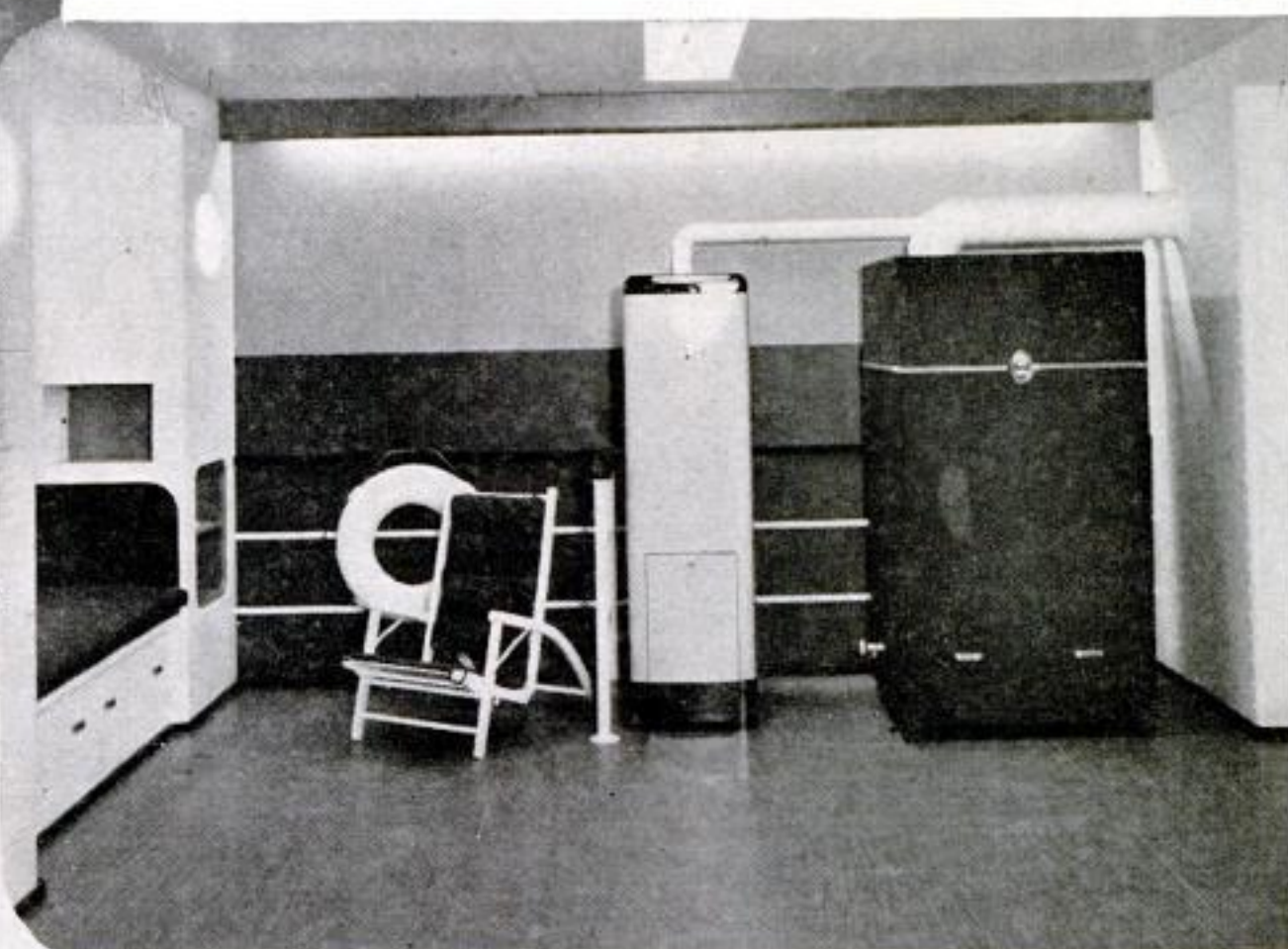


Answer: "Let modern Gas Equipment do the 4 Big Jobs!"



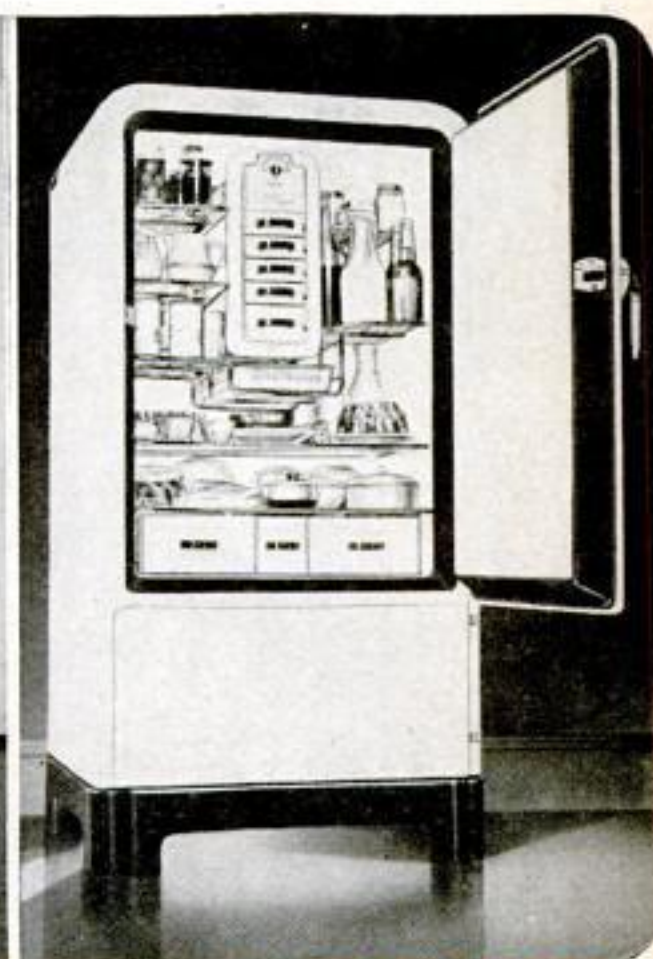
THIS RANGE THINKS FOR ITSELF

You don't have to play nursemaid to the oven of an automatic gas range. Heat control assures exact oven temperature—in many ranges clock control even turns the oven on and off for you! Top burners light automatically. New smokeless speed broilers grill steaks and chops with professional skill. Gas cookery has always been economical. Now faster oven heat, oven insulation and new simmer burners make the modern gas ranges cheaper to run than ever!



FURNACE AND WATER HEATER NEED NO TENDING

You'll never know what real comfort means until you heat your home automatically with gas. There's no fuel to order or store. Just set the thermostat at the desired temperature. With an efficient, economical gas water heater you won't be troubled with hot water "giving out." It's always there at the turn of the tap. Both of these gas units are noiseless, clean and handsome. Make them part of your basement "play room."



CONSTANT, SILENT "COLD"

There are no moving parts in an automatic gas refrigerator to go "on and off." The "cold" is held steadily. Its simple freezing principle offers you the most trouble-free, economical modern refrigeration you can buy.



See the beautiful new gas appliances at the showroom of your Gas Company or dealer. You'll find them surprisingly low in cost. Look for the Seal of Approval of the Testing Laboratories of the American Gas Association when you buy gas equipment. Appliances bearing this Seal comply with national requirements for safety, durability and efficiency.

FREE! Send for booklet, "Planning the World's Easiest-to-Keep House," by CONSTANCE HOLLAND; a valuable guide for saving time, money and effort in your own home. Write American Gas Association, Dept. A, 420 Lexington Ave., New York.

Name _____
Street _____
City and State _____

GAS IS YOUR QUICK, CLEAN, ECONOMICAL SERVANT

AMERICA'S FINEST SAFETY RAZOR

*For a
Lifetime Gift*

Here's the finest "barber-type" SAFETY razor money can buy... gives closer, cleaner shaves—complete with lifetime stropper

IF you're looking for a real he-man's gift—something that will give HIM joy and happiness *every day of his life*—get him a Durham Duplex "barber-style" Safety Razor.

Built and balanced like a barber's "straight-edge," the Durham Duplex has the perfect precision of a surgeon's scalpel—it's the finest shaving instrument money can buy—the kind of razor expert barbers have used for generations.

The Durham Duplex Blade of heavy Swedish steel lies flat along the face at the perfect shaving angle, instead of at a "hoe" or scraping angle. Thin guards give absolute protection—yet allow razor to remove toughest whiskers close to the skin line *without scraping or irritation*.

Get a Durham Duplex Razor for HIM today. Attractively wrapped in gay Christmas packages, Durham Duplex Razors are on sale at dealers everywhere.

\$1.00 Lifetime Durham Duplex Razor, 6 "Hollow-ground" Blades, special Stropping Attachment, in red leather traveling case.

USE THIS COUPON

If your dealer cannot supply you, send this coupon to us and we will mail to you, or to a friend with your compliments, complete outfit promptly, prepaid. Durham Duplex Razor Co., Jersey City, New Jersey. (In Canada: 50 Pearl St., Toronto, Ont.)

Gentlemen: Please send me _____ Durham Duplex Razor Outfits complete with 6 blades, lifetime stropper, red leather case and Christmas package. I enclose \$_____ for _____ outfits at your special price of \$1.00 each.

Name _____

Street _____

City _____

State _____

SCIENCE & INDUSTRY

EVE CURIE WRITES A BIOGRAPHY OF HER MOTHER



The face *above* is that of Eve Curie, younger daughter of Pierre and Marie Curie who discovered radium. She is the "renegade" of a family which has given its lifeblood to science. Now, however, she has a claim to fame by having written a magnificent biography of the greatest of women scientists, *Madame Curie, My Mother* (Doubleday Doran, \$3.50), to be published Nov. 26.

Chic, handsome Eve Curie is on bad terms

with her sister Irene (*above right*) and brother-in-law, Professor Jean Frédéric Joliot (*below right*), probably because she has publicized their activities—an unforgivable sin among Curies. For, though the Curies have thrice shared the Nobel prize for their work on radium and radio-activity, they loathe public appearances and honors. Their motto is that of Marie Curie: "In science we must be interested in things, not in persons."



IRENE (ABOVE) AND HER HUSBAND (BELOW) TAKE LOTS OF EXERCISE



CONTINUED ON NEXT PAGE

ARTISTIC EVE PLAYS THE PIANO



IRENE AND JEAN WORK IN THE LAB





SAMSON

Safe-flex

398
\$5.75 IN CANADAAUTOFAN WITH
RUBBER BLADES

can't injure even a baby's fingers

Avoid the peril of a frost-covered windshield! A Safe-flex Electric Autofan makes windshield ice-crust vanish... keeps windshield crystal clear in even sub-zero weather! Also banishes windshield "steam" and "fog" in rainy weather. And air-cools car in summer.

Rubber Blades for Safety

Whirling metal blades, in the close confines of a sedan, are a menace to fingers

... especially children's! Safe-flex has soft rubber blades that can't injure even a tiny tot!

Easily Attached... Smart-Looking

Clamps on steering post, or convenient header-board of car. Streamlined; smartly styled. Installed in a jiffy. Safe-flex is the original, patented, rubber bladed Autofan (U. S. Patent No. 2,095,223). For safety and performance, accept no infringement.

For Christmas

Safe-flex is an intelligent gift for every car owner.

©1937

Samson-United Corporation
Rochester, New York

**IF YOUR DEALER CAN'T SUPPLY
YOU, USE THIS COUPON**

Please send.....Safe-flex Rubber Bladed Autofans, at \$3.98 each. (\$5.75 in Canada.)

☐ Check or M.O. enclosed; ship prepaid. ☐ Send C.O.D., plus postage.

Name.....

Address.....

City..... State.....

Dealer's Name.....

SAMSON-UNITED CORPORATION • Rochester, N. Y. • Toronto, Canada

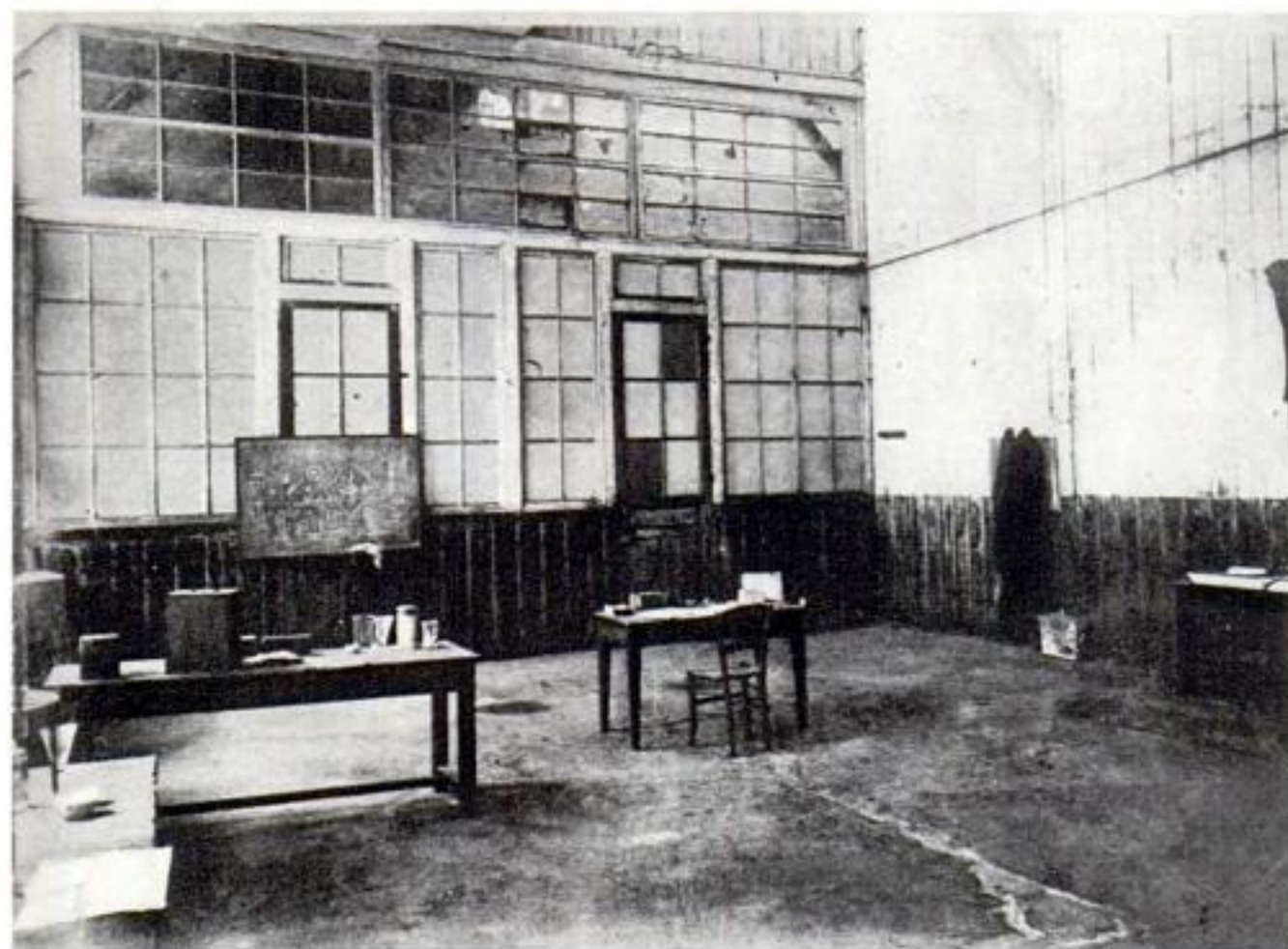
Curie Biography (continued)



Pierre and Marie Curie, penniless when married, went honeymooning on bicycles. They then returned to Paris and worked together until Pierre's death in 1906.



Eve and Irene (right) were the Curies' only children. From her early youth Irene decided to work on radium. Eve was never able to choose a definite career.



In this old shack in Paris the Curies isolated radium at the turn of the century. French scientists belittled their great discovery. Only after having received the Nobel prize in 1903 were the Curies given a large and well-equipped laboratory.



"Little Curies" were these radiological cars equipped by Madame Curie to treat wounded soldiers during the War. Daughter Irene Curie, who was a nurse, is shown standing at back of one. In all, Madame Curie installed 220 radiological posts.

CONTINUED ON PAGE 78



... and inside the house anxious grown-ups were puzzled about their boy, who had somehow ceased to be his healthy, normal self.

This actual case is far from unusual. The source of trouble was found by the family dentist in an apparently healthy tooth ... badly infected below the gum line.

Tooth decay is so universally prevalent that the average child, surveys show, has two infected teeth when he reaches grade school. By the time he is 31, six teeth will be gone; five more infected. And all too often tooth infection may lead to serious illness.

It is a fact of vital importance to every man, woman and child, that today *most tooth decay can be prevented* ... through adequate professional care and daily brushing and massage with a reliable dentifrice.

Because of this fact, the House of Squibb developed Squibb Dental Cream.

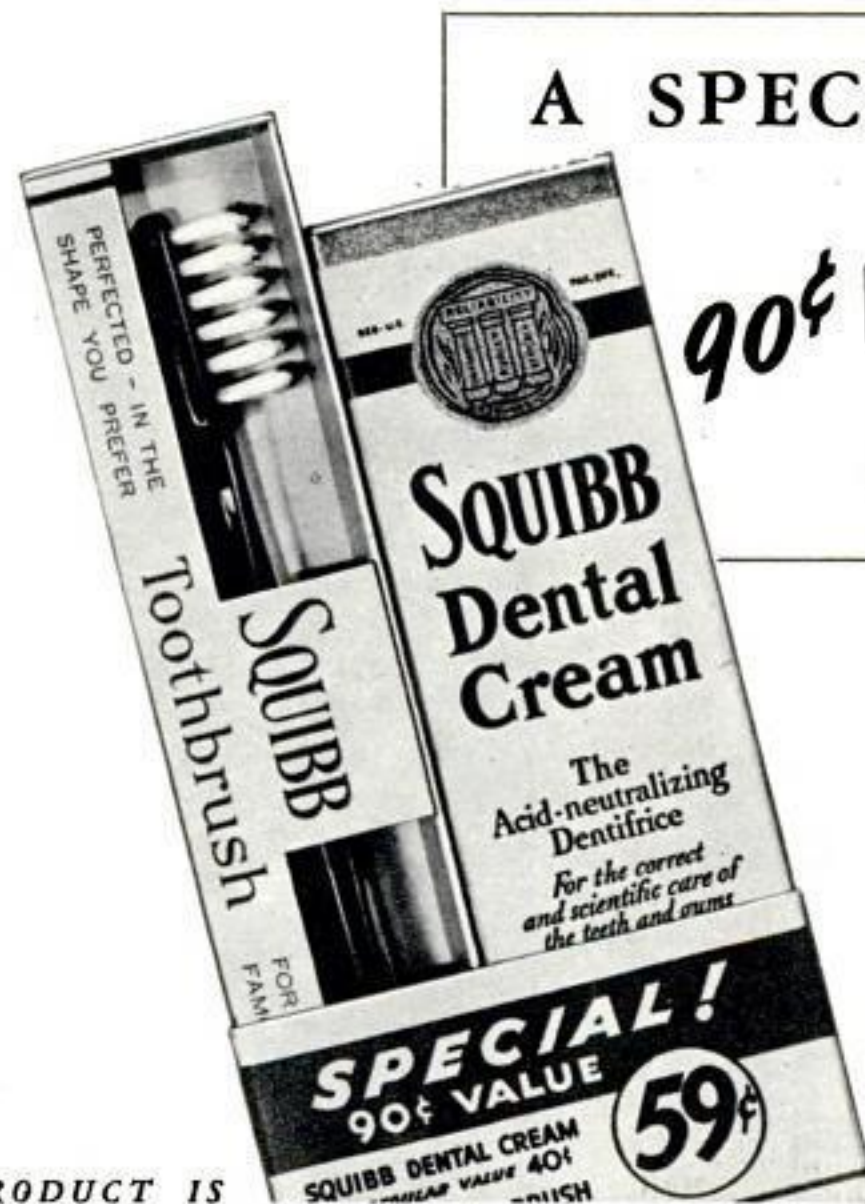
It is quick-acting and effective. It does *more* than clean the teeth. It contains an antacid to neutralize the bacterial acids of the mouth wherever it comes in contact with them. It is

safe to use ... refreshing to the taste and leaves the teeth and mouth thoroughly cleansed. Remember—*most tooth decay can be prevented!*

So make it your personal responsibility to see that all members of your family give proper

consideration to the care of their teeth; and particularly to the kind of dentifrice they use.

For those who prefer powder—Squibb Tooth Powder has all the scientific advantages of Squibb Dental Cream.



A SPECIAL OFFER TO YOU:

90¢ VALUE
59¢

Your druggist now offers a bargain opportunity to discover the excellence of Squibb dentifrices: large, 40¢ size of either the Dental Cream or the Powder — plus a fine, 50¢ Squibb Toothbrush (your choice of the four most popular types)

SQUIBB

ACID-NEUTRALIZING

Dental Cream

THE PRICELESS INGREDIENT OF EVERY PRODUCT IS

THE HONOR AND INTEGRITY OF ITS MAKER

To make a Martini that's sure to win,
You must balance Vermouth with a mixing gin



Does it *mix*?

It is a **mixing** gin, we think,
when you neither **smell** nor
taste it in the finished drink

AS SMOOTHLY as tightrope walkers, gin and Vermouth in a Martini cocktail must blend together in perfect harmony—neither flavor overbalancing the other. If a heavy gin smell or taste weighs down the drink, your gin is not a mixer.

Mixed drinks are an American idea. To meet America's taste for smooth mixed drinks Fleischmann's Gin is distilled especially for mixing—from American grain.

Fleischmann's is the original American gin, established 1870. Our secret formula makes it the real American Mixer. Buy a bottle. When you order a Martini, say: "Make it with Fleischmann's." (Copr., 1937, by The Fleischmann Distilling Corporation, Peekskill, New York.)

Also Fleischmann's Sloe Gin, 65 Proof



THE REAL
AMERICAN
MIXER
90 PROOF
4/5 Quart

Madame Curie
(continued)

Page 78



In 1921 Madame Curie and daughters Eve (left) and Irene came to the U. S. to accept a gram of radium, then worth \$110,000, from the women of America.

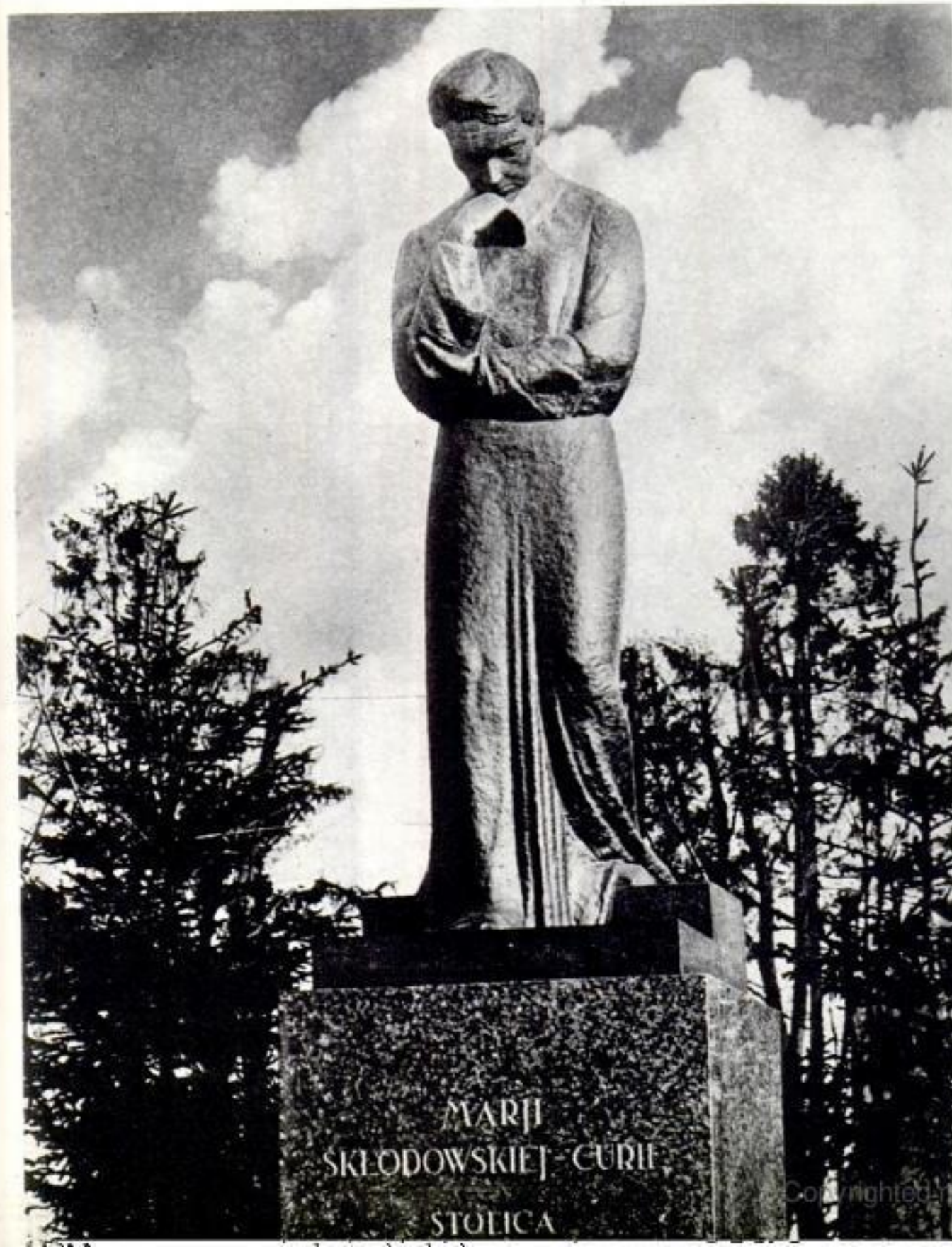


President Harding received Mme Curie, officially gave her the precious metal.



President Hoover received her on her return trip to the U. S. eight years later.

This statue of Mme Curie in Warsaw, Poland, was erected after her death in 1935. She died in agony of burns caused by the radium which she handled all her life.



NINETEEN GOOD ANSWERS TO GIFT SHOPPERS' PROBLEMS . . .



● In this representative Buxton group are the famous *Stitchless* Billfolds, with or without the zipper. Prices vary according to model and leather. From \$2.00 up to the \$12.50 and \$15.00 Alligator and Ostrich folds shown above.

● Buxton Key-Tainers come with 2, 4, 6, or 8 Safety Loops. The snap-button models feature the smart new "Cutaway" flap. Zip-Tainer models have the unique "Lip" that prevents jamming. Auto Key-Tainers, too, in both styles—with pocket for driving credentials. 50¢ to \$6 each.

Buxton
POCKET CASES • BILLFOLDS
KEY-TAINERS

STITCHLESS BILLFOLDS *for your money and papers*
SAFETY LOOPS *for your keys*

. . . . and now "ZIP-TAINER" models for both!

GIFTS of the finest leathers, precision workmanship throughout, and all with features exclusively Buxton.

Stitchless construction to insure each billfold for the life of its long-wearing leather. Safety Loops for the Key-Tainers which really lock your keys in . . . yet allow both loop and key to be instantly detached. New leather "lips," too, that prevent contents from jamming against the slide mechanism in the new Zip-Tainers.

Add to such Buxton features, the stunning gift box in deep maroon and gold, and you really have a gift worth giving . . . and worth receiving, too. Buxton, Inc., Springfield, Massachusetts. New York Offices, 47 West 34th Street.

There are Combination Buxton Gift Sets, too. Billfolds, Pocket Cases, Key-Tainers, Cigarette Cases in a wide choice of models and handsome matching leathers. In duos and trios, priced from \$2.50 to \$50.00.

*F*OLLOW THE "METAL" URGE TO SMARTNESS



Winning colors at any big game this Fall are these new metal-shade felts. Left: Stetson's "Chatwood" in antique bronze...a softly furred "metal blend" felt that touches new heights of color smartness. Right: "Ballinger" in Anaconda...with its wider brim blocked in a rolling curl. Ask to see it, too, in smart gun-metal gray.

Hard to choose between these new Stetsons isn't it? Each one is tops for its type . . . and tops for quality, too. That's why Stetsons are world famous. Men know that smart Stetson style will endure to the last day of wear. John B. Stetson Company, Philadelphia, New York, London, Paris. Stetsons are also made in Canada.

STETSON HATS

Stetsons, from \$7.50 (unlined, from \$7) to \$40. Air-Light Stetsons, from \$5.



Green cock feathers, worn by Mrs. Orson Munn, New York socialite, once a milliner. Her headgear caused raised eyebrows from Southampton to Palm Beach.

ANYTHING GOES AS A HAT FOR A WOMAN

Since the dictionary definition of a hat is "a shaped covering for the head," women can go completely haywire by wearing what they will and still call it a hat, if it covers the head. Why the coverings take the strange shapes they do, is an unfathomable mystery.

On this page and the one following are pictures of hats, picked at random from hundreds seen every day on the streets of New York. None is a trick hat, made as a gag and posed on models for a laugh. In each case the wearer thinks hers is smart or flattering or serviceable or something.

Milliners say that all new hat styles seem strange until they are a year old. Then they are accepted as normal. But by that time no chic woman would wear them. She must go on to new lines, new trimmings, new gadgets to make herself look different.



Two green gloves, of wool, decorate this hat for Rose Fillmore of New York.



A silver dagger trims the black suede beret of subdeb Marjorie MacCollom.

CONTINUED ON NEXT PAGE

Famous Resident of North Pole suggests Xmas Gifts to "Life" Readers

With many years' experience to go on, I say that Taylor Thermometers and Weather Instruments are fascinating gifts for everybody.



THESE ARE FINE FOR THE MEN

(1) Smart equipment for the dashboard. Auto-altimeter registers up to 5000 feet. \$35. (2) He can forecast the weather 12 to 24 hours in advance with this Stormoguide. \$12. Other models \$7.50 to \$44. (3) Humidiguide tells both temperature and humidity. \$3.50. Other models from \$3 to \$12.

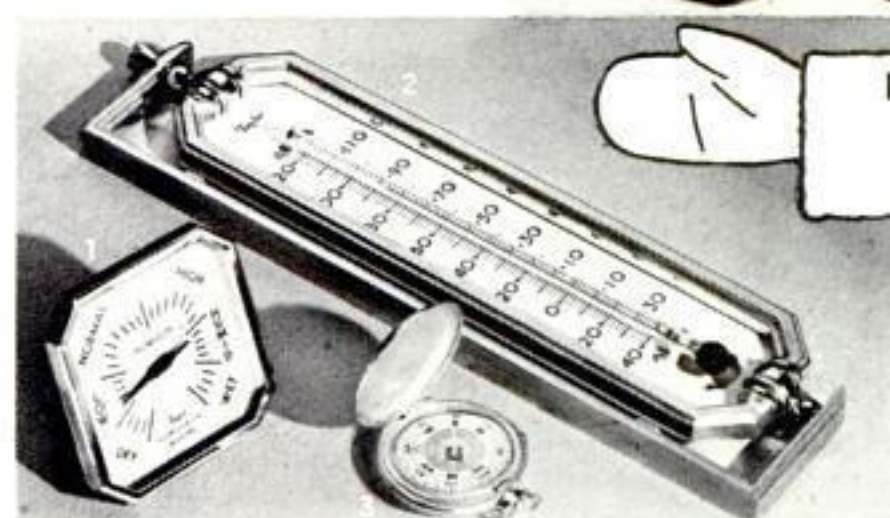
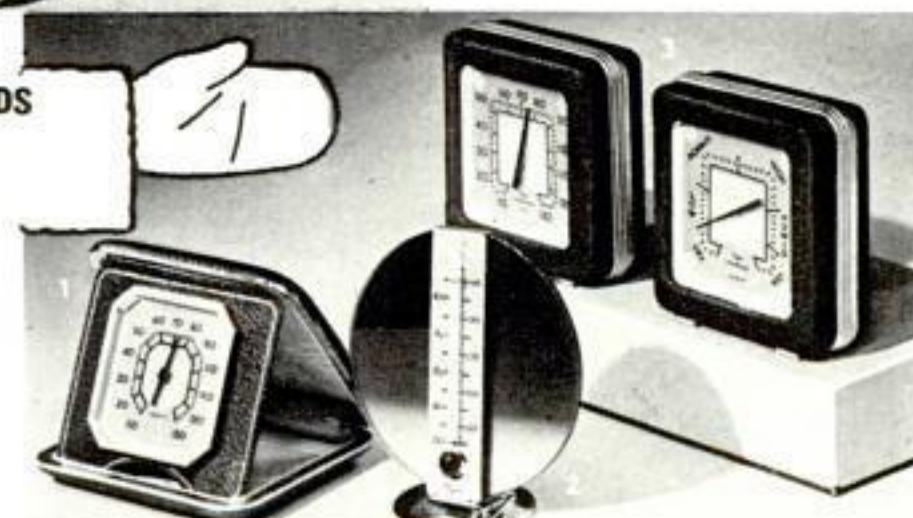


MRS. CLAUS SWEARS BY THESE

... and so does every woman proud of her cooking. Kitchen Thermometers end guesswork, assure tasty meals. (1) Bake Oven Thermometer. \$2. (2) Deep Frying Thermometer. \$2. (3) For roast meat. \$1.50. Recipe file free.

FOR RELATIVES AND FRIENDS

Unusual but economical. (1) A hit with travelers. Dial thermometer in genuine leather case. \$3.50. (2) For milady's bedroom...this smart standing thermometer. Satin finish scale against blue mirror. \$2. (3) Dial thermometer and humidiguide. In matching cases. \$5 for the set.



FOR THE YOUNGSTERS, God bless 'em

(1) This dial thermometer is fine for their desk. Easy to read. \$1. Others to \$5. (2) Mounted outside the window, this thermometer tells how to dress for the weather. Weatherproof. \$3.50. (3) Young campers will go for—and by—this Lumenite compass. Silver Hunter Case. \$5.

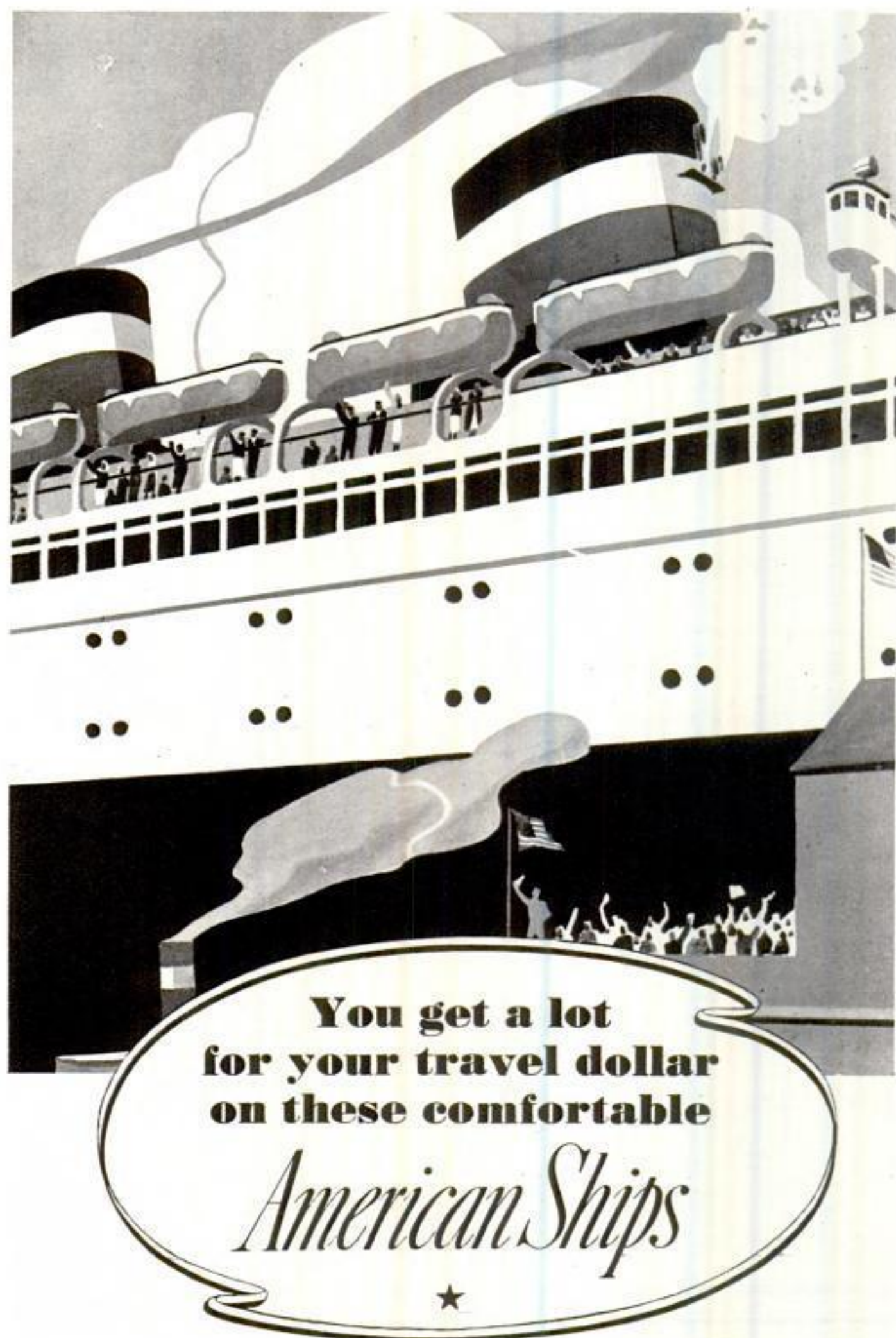
THERE are many more Taylor Instruments from which to choose ideal Christmas gifts. All Taylor Instruments are made with the precision and accuracy of fine scientific instruments. Get them from department, hardware, drug or optical stores. If your dealer is out of them, send direct to Taylor Instrument Companies, Rochester,

N. Y. Also Toronto, Canada.

Prices slightly higher west of the Rockies and in Canada.

Taylor
INSTRUMENTS

Every Taylor Instrument bears the Taylor name and a 5-year guarantee of accuracy.



Weekly service direct to *ALL EUROPE*
IRELAND, ENGLAND, FRANCE, GERMANY

on the famous *Manhattan • Washington*
PRESIDENT HARDING • PRESIDENT ROOSEVELT

AMERICA'S largest, fastest liners—the *Manhattan* and *Washington*—were specially designed to give Americans exactly what they want in modern ocean travel. Step aboard—and you find all the atmosphere of a luxurious home in the spacious and tastefully decorated interiors. State-rooms are large—each a well-furnished bedroom and living room combined . . . beds have inner-spring mattresses . . . there's plenty of closet space. The food's great (many people choose these ships on this feature alone)—service is deft and thoughtful. *Air-conditioned* dining rooms, indoor pools, elevators—are just some of the additional features that are yours to enjoy.

Consider all these comforts and luxuries—the moderate rates you pay—and you'll appreciate the outstanding *values* these "American flagships" offer . . . and why they are so amazingly popular with experienced travelers.

CABIN CLASS, \$186 up • TOURIST, \$127 up

Or sail alternate Wednesdays on the more informal **PRESIDENT HARDING** or **PRESIDENT ROOSEVELT** for only \$141 up. Also "American One Class" liners direct to London and Liverpool for as little as \$105.



Under the same American management, the Panama Pacific Line offers fortnightly sailings *to and from CALIFORNIA and MEXICO* via Havana and the Panama Canal . . . largest ships with fastest schedules Coast-to-Coast.

See your local **TRAVEL AGENT** for complete details.

United States Lines

ONE BROADWAY, NEW YORK

216 N. Michigan Ave., Chicago; 665 Market St., San Francisco; 19 King St., East, Toronto
Offices in other principal cities.

Anything Goes as a Hat (continued)



Rose on the forehead, worn by Lucy Truman Saunders, New York socialite.



Rose over eye, worn by Hope Hampton, oldtime movie queen and opera singer.



Shoe on the head, designed by Schiaparelli, almost stopped New York traffic.



Feed bag with brim, for horse lovers, was spotted at the Belmont race track.



Stiff bow and bangs worn by Dorothy Parker on recent return from Europe.



Felt catchall worn by Caroline Houseman, "loveliest soph" of Leland Stanford.

Give him *Luxury*



Fougère Royale Gift Set...\$5.00. Contains Shaving Cream in smart Plastic Bowl...After Shaving Lotion...Talcum Powder...Hair Lotion...and two Cakes of famous Fougère Royale Soap.



Fougère Royale Gift Set...\$3.75 Contains Shaving Cream...After Shaving Lotion...Talcum Powder...Hair Lotion...Face Soap.



LEFT: Famous Fougère Royale Shaving Bowl of wood...\$1.00. A luxury gift at a low cost.

RIGHT: Fougère Royale Gift Set...\$1.50. Contains After Shaving Lotion and Talcum Powder. The twin shaving luxuries that are necessities.

THIS CHRISTMAS give him something extravagantly luxurious at moderate cost—a set of *Fougère Royale* grooming luxuries.

★

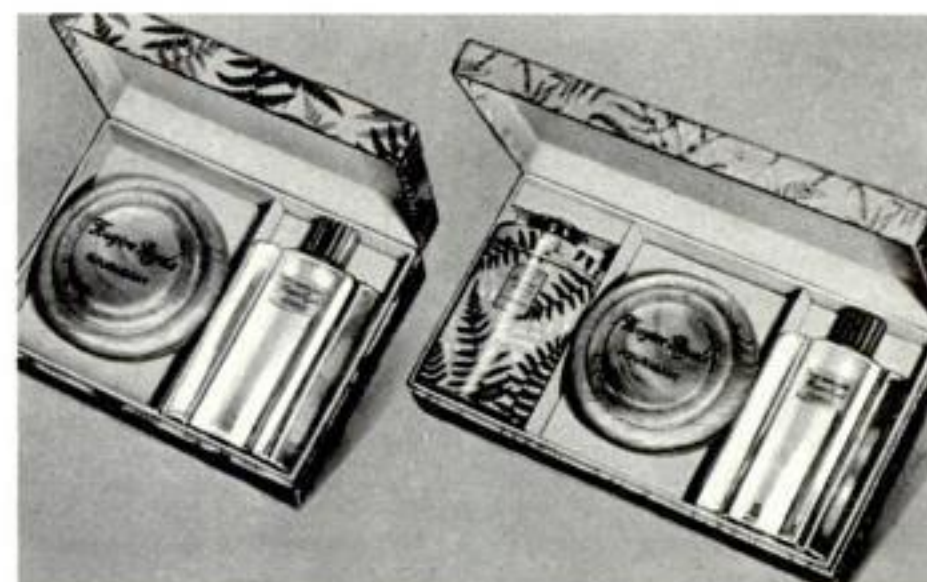
The cult of the *Fougère Royale* shave began with *Fougère Royale* After-Shave Lotion, that cocktail for the face, with the woody fragrance of the Royal Fern.

Next came the *Fougère Royale* Shaving Bowl—six months of miraculous shaves in a wooden bowl. Then, in response to world-wide demand, came *Fougère Royale* After-Shave Talcum in masculine skin tones. And finally, *Fougère Royale* Hair Lotion with a tingle for your scalp and strict orders for your hair to behave.

★

The big idea of *Fougère Royale* is simple—**SUPERLATIVE QUALITY.**

We promise you that any man will be all in a lather about it.



LEFT: Fougère Royale Gift Set...\$2.00 Contains Wooden Shaving Bowl...and After Shaving Lotion. A gift no man can fail to appreciate.

RIGHT: Fougère Royale Gift Set...\$2.75 Contains Wooden Bowl of Shaving Soap...After Shaving Lotion...and Talcum Powder.

FOUGERE ROYALE

Pronounced Fej-ay Roy-ai (Royal Fern)

by **HOUBIGANT for men**



Life Begins At 40



Most Surgeons do Best Work After 40, declares High Medical Authority

Courage, Steady Nerves and Unwavering Judgment More Developed in Older Men

"ALTHOUGH SURGERY is one of the most exacting of all professions—demanding courage without rashness, steady nerves, physical endurance, and unwavering judgment—it is one in which the laurels have nearly always gone to men in their 40's, 50's and 60's," declared a high medical authority recently.

Dr. George D. Stewart, the great surgeon of Bellevue Hospital, known for his superb skill, untiring energy, and devotion to multitudes of poor patients, worked as head of the Bellevue surgical clinic until two weeks before his death, at 70.

Dr. William W. Keen, famous for his lightning speed as an operator, was on the job for over 50 years. He was 56 when he helped perform a critical operation on President Grover Cleveland.

—"and the Constitution of a Mule." Dr. John Blair Deaver, Philadelphia's great surgeon, did two or three men's work almost up to the time of his death at 76. To the old formula for a surgeon—"heart of a lion, eye of an eagle, hand of a woman"—Dr. Deaver once added, "and the constitution of a mule."

Great numbers of instances like these show that a man can continue to do a creative job of the highest order long after 40, provided he keeps his HEALTH and PHYSICAL ENERGY.

They Feel Young, Full of Energy After 40—So Can You

At 52—Has High-Pressure Job

Dear Life Begins: My work is in the theatre and on the radio. I used to tour a great deal.

Irregular meals led to indigestion and stomach troubles which had me nearly at my wits' end. I had difficulty memorizing my parts.

Then a friend persuaded me to try Fleischmann's Yeast, and it turned out to be just what I needed. My appetite began to return, my digestion to improve, and my nerves to calm down. As a result, I felt mentally alert again. My memorizing ability was renewed. I felt years younger.

I still eat Fleischmann's Yeast, because I find it a good digestive stimulant when I am under nervous tension in my radio work.

EDWARD LESTER



43—Can Work 20 Hours at a Stretch

Dear Life Begins: I am a chef. It's a hard and strenuous job—with long working hours.

I have to test food all day long, and my own meals are irregular. I had stomach trouble for years.

Finally a nervous breakdown sent me to the hospital. The doctor prescribed yeast. It began to help me almost immediately. My nerves steadied and my appetite returned.

After I left the hospital, I continued the doctor's prescription. I've eaten Fleischmann's Yeast every day for the last seven years. Today, I can face a special banquet or wedding party with the confidence that my nerves and strength will be equal to a 20-hour stretch of hard work.

RICHARD HOLMES



Slow Digestion Often Causes Too-Early Aging

Around 40, the gastric juices often begin to be scantier and weaker. Digestion slows down.

If unchecked, this slowing down can result in ill health and loss of energy—a feeling of age.

Fleischmann's Yeast brings people over 40 just the special help so many of them need, by stimulating the digestive juices and causing a more

plentiful, more potent flow.

A generous supply of 4 vitamins in Fleischmann's Yeast adds to its tonic action.

Get into the way of eating 3 cakes of Fleischmann's Yeast regularly, every day—one cake ½ hour before each meal—plain or in a little water. You'll be many times repaid by restored health, renewed energy.

\$25 WILL BE PAID FOR LETTERS of success after 40—so helpful to others we wish to print them. If you can truly credit to Fleischmann's Yeast some part of the health that made your success possible—write us—enclosing your picture. (Letters and pictures cannot be returned.) Life Begins, 420 Lexington Avenue, New York.

Copyright, 1937, Standard Brands Incorporated

NEW YORK SEES A MODERN "JULIUS CAESAR"



CAESAR RESEMBLES MUSSOLINI, GIVES THE FASCIST SALUTE

Shakespeare in modern dress has long been familiar to U. S. audiences. Now to New York comes a production of *Julius Caesar* in which the Roman conqueror looks like Mussolini, wears fascist garb, gives a fascist salute. Pitted against him is a liberal Brutus who would preserve democracy by slaying his country's dictator. Brutus' tragedy—the tragedy of liberals in fascist lands—is that he is outwitted by Archdemagog Antony and loses his life.

The fascist *Julius Caesar* was conceived by young Orson Welles, who both directs it and plays Brutus. Only 22, he already has to his credit a spectacular Haitian *Macbeth* and a Freudian *Dr. Faustus*, is pledged to more classical dramas seen with fresh young eyes.



Caesar's wife, in a pleated chartreuse boudoir gown, pleads with her husband not to go to the Roman Capitol, since the night is full of evil portents. But the dictator only juts his determined jaw, insisting that "Caesar shall go forth."

CONTINUED ON PAGE 86

It tastes Great when the Hour is Late!



That *Natural Flavor* in Hires comes from delicious Root Juices

ALTHOUGH its price is low, due to quantity production, the quality of Hires is unfailingly high. For 64 years, it's been famous for its real root juice flavor—natur-

ally delicious. No imitations can equal the Hires flavor—so be certain to get the genuine Hires by looking for the R-J symbol on the bottle.

*It tastes so good
It's good for you*

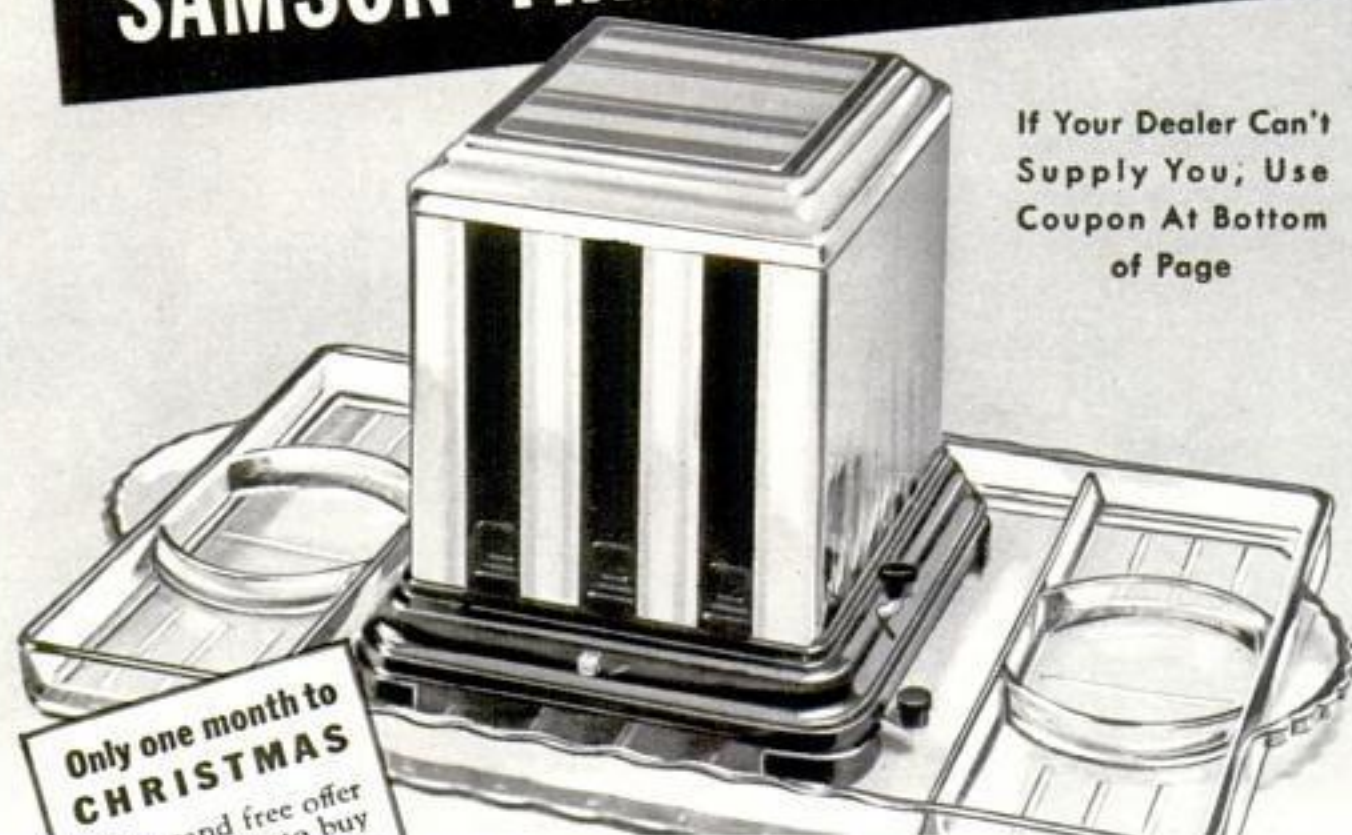
The Charles E. Hires Company, Philadelphia.

5¢
2 GLASS SIZE
10¢
FAMILY SIZE

THE **R-J** ON
THE LABEL IS FOR
YOUR PROTECTION
—A GUARANTEE OF
REAL
Root Juices
IN HIRES ROOT BEER



FOR A LIMITED TIME ONLY
FREE!
 CRYSTAL BUFFET TRAY
 WITH FAMOUS
SAMSON TRIMATIC TOASTER



If Your Dealer Can't
 Supply You; Use
 Coupon At Bottom
 of Page

Only one month to
CHRISTMAS

This grand free offer
 makes it wise to buy
 now for every house-
 wife on your list.
 There's no finer
 or more practical gift.
 At dealer or use
 coupon.

\$11.95
 COMPLETE

You have never seen a toaster quite like this Samson Electrical Wonder! Toasts one, two or three slices to your taste . . . light, medium or brown! You merely set the magic regulator! When done, current shuts off automatically, but toast is kept piping hot without further toasting. Press a button and out they pop!

At \$11.95 the Samson 3 Slice Trimatic Toaster alone is America's greatest toaster value. With the Crystal Buffet Tray given free, it's an amazing bargain! Tray has seven compartments for jam, cheese, hors d'oeuvres, etc., including large center section for toast or toaster. Makes a rich, modern service for cocktail canapes, teas, or snacks.

Act on this special offer without delay.

Another Amazing **SAMSON** Electrical Wonder

"DIAL" for your favorite
COFFEE STRENGTH

NEW AUTOMATIC PERCOLATOR ALMOST HUMAN!

PERCOLATING STOPS AUTOMATICALLY WHEN COFFEE'S DONE!

RED LIGHT SIGNALS TO TELL YOU!

COFFEE KEPT PIPING HOT AND

FULL FLAVORED FOR HOURS, WITHOUT RE-PERCOLATING!

No more coffee guesswork . . . no more "too weak" one day, "too strong" the next. Now you can have perfect coffee day after day . . . to please entire family; to delight guests. An achievement of electrical science. Truly beautiful, too! A remarkable gift. At your dealer or use coupon.



JUST SET THIS
 MAGIC DIAL



© 1937

SAMSON-UNITED CORPORATION, Rochester, N. Y.

.....Samson Trimatic Toasters with free Buffet Trays at \$11.95 each (~~\$17.95~~ in Canada)

.....Samson Automatic Percolators at \$9.95 each (~~\$11.85~~ in Canada)

☐ Check or M.O. enclosed; ship prepaid. ☐ Send C.O.D. plus postage.

Name

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"Julius Caesar" (continued)



Conspirators against Caesar are honorable Brutus (left), who loves democracy, and Cassius of the "lean and hungry look." While the cheering populace tempts the dictator with a crown, Cassius cries: "I was born free as Caesar; so were you."



"Et tu, Brute," gasps Caesar, as Brutus stabs him to death. Now the conspirators proclaim: "Liberty! Freedom! Tyranny is dead!" But to Caesar's slippery Henchman Antony they give permission to make a funeral oration in the market place.



To "friends, Romans, countrymen," Antony shows the dagger holes in slain Caesar's mantle. He arouses the mob to fury, destroys the "liberals," paves the way for a new Caesar to march triumphantly into the city with fascist banners and floodlights.



JEWEL-CASE TRAVELING SET—Deerskin finish, gold-rimmed case with blue velvet and gold satin lining. Contains gold-plated Gem Micromatic Razor and gold-plated sheath with 5 Gem Blades, cellophane wrapped. Price \$2.50.



DE LUXE TRAVEL SET—Pigskin finish, gold-edged case with wine velvet and gold satin lining. Fitted with richly gold-plated Gem Micromatic Razor and 10 blades in 2 gold-plated containers. Cellophane wrapped. Price \$3.50.



STREAMLINED SET—Smart washable marbelite case, chromium-plated Gem Micromatic Razor and 7 Gem Blades (2 free for testing). If the shaver doesn't get world's finest shaves, he may return set and get back the money. Price 69¢.



GEM'S FINEST SET... Highly polished nickel-silver case; black baked-enamel cover; red or green baked-enamel design. Velvet- and satin-lined in fuchsia or red. Choice of gold- or chromium-plated Gem Micromatic Razor, with 2 matching metal blade sheaths and 10 Gem Micromatic Blades. Price \$6.00



PRESENTATION SET... Black or deep maroon pin seal case lined with finest grade silk velvet and satin; fuchsia, brown, purple or pheasant. Gold- or chrome-plated Gem Razor; 2 matching metal blade sheaths and 10 Gem Blades. Price \$5.00. Also furnished in oblong case at same price.

THIS year say "Merry Xmas" with a Gem—in one of these new smart sets which is sure to please. The useful gift that extends the happiness of Xmas throughout the year. The daily comfort of Gem's cool, easy, shadowless shave keeps ever fresh in a man's mind the care and consideration you brought to the selection of his gift. Give Gem! If your dealer cannot supply you with these handsome gift sets, write us. American Safety Razor Corp., Brooklyn, N. Y.

GEM MICROMATIC RAZOR and BLADES

Hunting the frisky Hare or the Whiskey rare, be sure you

Gaze Well



AIMING for *Good Whiskey*? Train your sight on the familiar letters G&W and you'll bag a prize! G&W is good to begin with because it begins with good ingredients. It's good all the way through because it's controlled at every step. You'll find it the perfect *Ground Work* for highball or cocktail. That's why it gets such a *Grand Welcome* everywhere. *Get Wise... get G&W... it Goes Well!*

Another G & W Gruen Watch Contest *



FREE! \$50 Gruen Watches for the 10 best lists of 10 "G&W" names or expressions (like *Gross Weight*, *Glow Worm*) plus your comments on G&W whiskies or gins. Get entry blanks at dealers, or use own stationery. Entries should be mailed before December 31, 1937 to G & W, P. O. Box 887, Detroit, Michigan.



Get Wise... get **G&W** *...it's Good Whiskey*

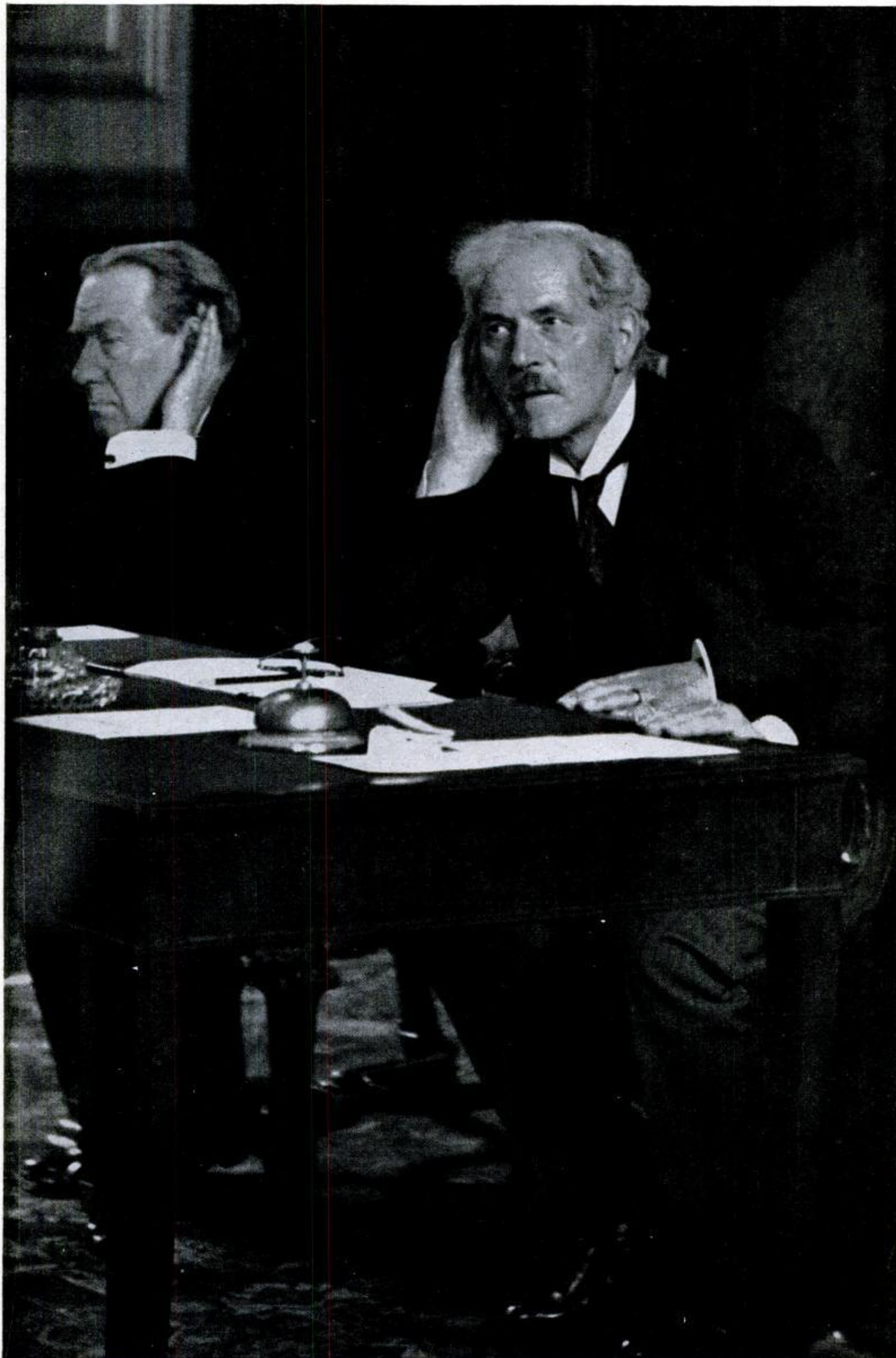
© 1937, Gooderham & Worts, Ltd., Detroit, Michigan—Est. 1832. G & W 5-STAR BLENDED WHISKEY—The straight whiskey in this product is six years old; 23% straight whiskey, 77% neutral spirits distilled from grain. 90 proof. G & W BONDED STOCK STRAIGHT RYE OR BOURBON WHISKEY—This whiskey is seven years old. Bottled in Bond in Canada. 100 proof. G & W MILL FARM STRAIGHT BOURBON WHISKEY—90 proof. *This contest limited to adults other than liquor industry employees in states where such contests are permitted. Entry blanks are available only in such states. Gooderham & Worts reserves the right to use in its advertising or promotion any material submitted. Duplicate prizes in case of ties.

BRITAIN LOSES A GREAT STATESMAN—RAMSAY MACDONALD

At 8:45 p.m., on Nov. 9, Ramsay MacDonald died of a heart attack on an ocean liner in mid-Atlantic. He was 71 years old and his work as a British statesman was over. When death struck, he was bound for a rest in South America.

The most famous picture of his career (*below*) was taken at No. 10 Downing Street in 1931 by Dr. Erich Salomon, pioneer candid photographer. Beside him sits

another great Englishman, Stanley Baldwin. For years these two Britons were political rivals, personal friends. In election after election they swapped jobs as England's Prime Minister, MacDonald holding office three times, Baldwin four. Though MacDonald was once a pacifist, a radical and a champion of labor, and Baldwin was leader of Britain's conservatives, they wound up allies, with MacDonald in the camp of his erstwhile foe.



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Sunbeam DOUBLE AUTOMATIC IRONMASTER



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Heats faster . . . STAYS HOTTER . . . does *more* ironing in *Less* time with *Less* effort. Start ironing in 30 seconds after you connect it. Weighs only 3¾ lbs., ends tired arms and wrists and you finish quicker.

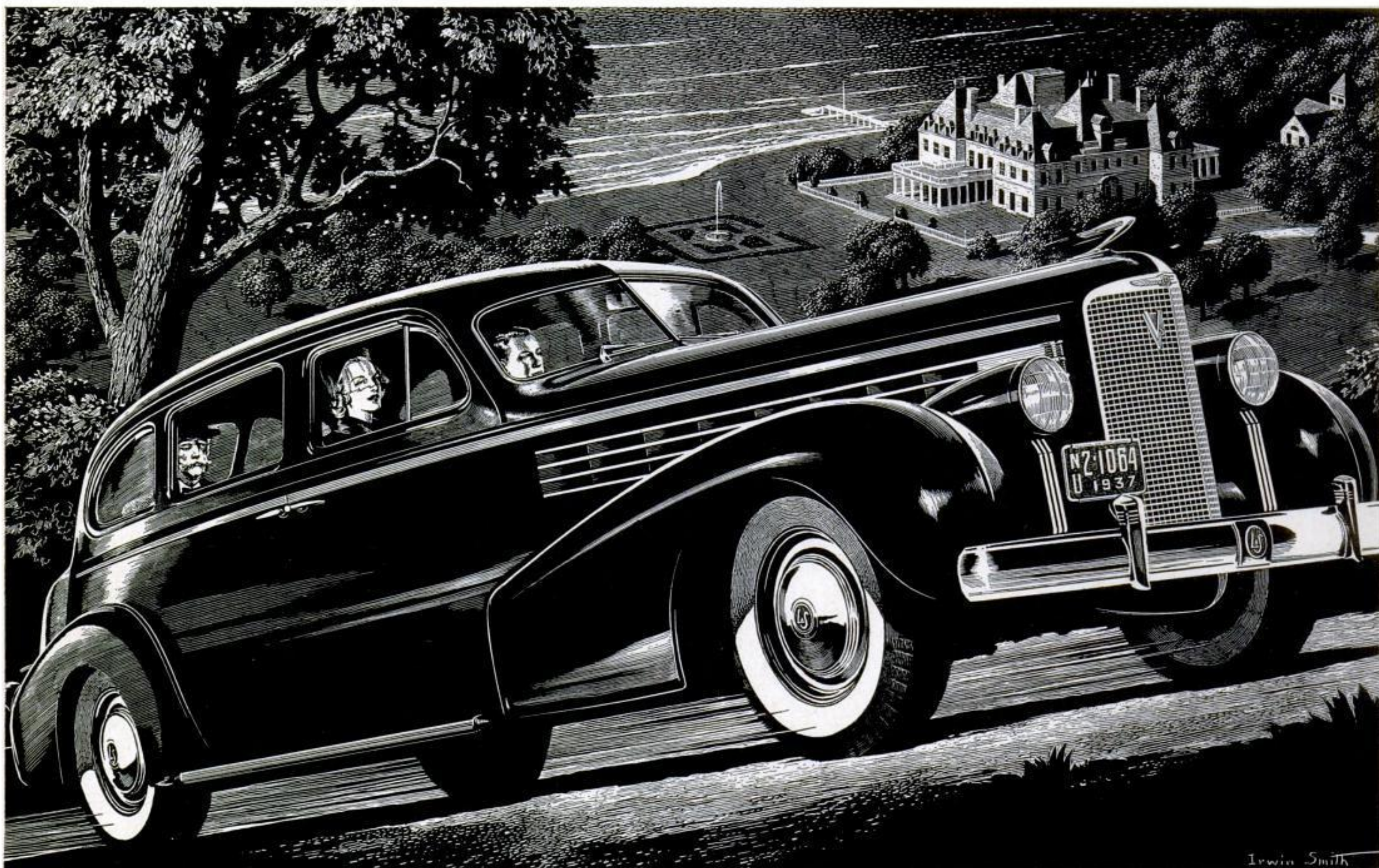
Sunbeam SILENT Automatic Toaster



. . . and here is the 2-slice FULLY automatic toaster that is SILENT . . . toasts every slice uniformly from first to last and keeps it hot until ready to butter and serve.

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electric appliances

Now LOOK AT LASALLE!



SEE HOW NEW BEAUTY AND EASE OF CONTROL SHARPEN THE APPEAL OF ITS LOW PRICE AND THRIFT

In addition to its *style* leadership . . . and its reputation as a fleet, luxurious, fine-performing, Cadillac-built motor car . . . LaSalle has *also* been known as the world's *most economical* fine car.

Last year . . . the high degree in which the LaSalle V-8 combined fine car beauty and luxury with almost unbelievable thrift, won nearly 35,000 appreciative buyers.

That an even larger company will be attracted to ownership of the new LaSalle seems a foregone conclusion.

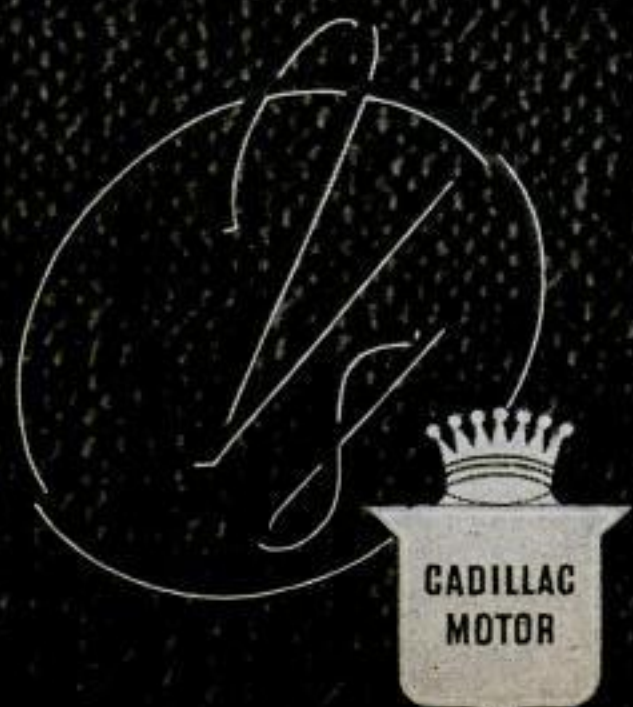
LaSalle is still low in price. LaSalle remains the world's *most*

economical fine car to own. Yet the appeal of LaSalle's low price and thrift has been immeasurably sharpened, this year, by exquisite new beauty and luxury—and by an almost miraculous new ease of control.

Your first glance will reveal to you how extraordinarily *smart* are the superbly styled lines, and luxurious interiors, of this newest and finest LaSalle. It will do this just as surely as the shortest drive will reveal what a remarkable new ease in driving and parking has been brought about by the simple, yet amazing Syncromatic Gear Shift.

Why not see and drive this incomparably finer LaSalle . . . today?

A GENERAL MOTORS VALUE



Learn THE AMAZING
EASE AND SIMPLICITY OF
CADILLAC'S SYNCROMATIC
GEAR SHIFT!

The lever, located at your fingertips on the steering column, operates *exactly* as the old lever that took up so much floor room! This new shift is *standard*—there is nothing to learn, nothing to forget. But there is an almost miraculous new *EASE OF CONTROL* to enjoy! Try it today!

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FRANCE RULES 14,000,000 NORTH AFRICANS ON THE "ROMAN PLAN"



The Sultan of Morocco and of all the Moors of North Africa was last in Paris for "advice" on Bastille Day (July 14).

Above, from left, Minister of War Daladier, Premier Chauvins, Senate President Jeanneney, Rumania's King

Carol, President Lebrun, the Sultan, Marine Minister Campinchi, Edouard Herriot (sash), Foreign Minister Delbos.



Sultan's heir, Prince Moulay el Hassan, gets his hand kissed by Captain Guilderoni, commander of his father's guard.

From Sept. 1 to Nov. 2, riots sprang up like dragons' teeth through all France's North African possessions. The French Government suppressed details. But obviously on trial was the French system of colonial rule. In contrast to the British plan of supervising native races, the French have adopted the "Roman plan" of colonizing themselves, mixing with the natives and letting them grasp the benefits of all that "French culture" means. Right now, that means industrialization, private property and Leftist political doctrine. All three lead to immediate trouble, may or may not prove more successful in the long run than the aloof British method.

There is a great difference in the three North

African units ruled by France. Morocco is a mandated protectorate whose prime utility to France is its magnificent Berbers who are the most intelligent, fearless fighters in Africa and provide the Spahi levies in the French cavalry. A great drought this year has all but starved the Spahi's back-country kinsmen, made them desperate. Algeria is a rich and enormously valuable part of France. It elects three Senators and nine Deputies to the French Parliament. But it is administered by a Governor General (see below) and the Foreign Legion sits on disgruntled tribesmen. Tunisia is a protectorate like Morocco. Among Africans, however, the saying runs: "Tunisia is a woman, Algeria is a man and Morocco is a lion."



Algeria's Governor General Le Beau (left) confers with Socialist Minister of Interior Dormoy, over map of Africa.

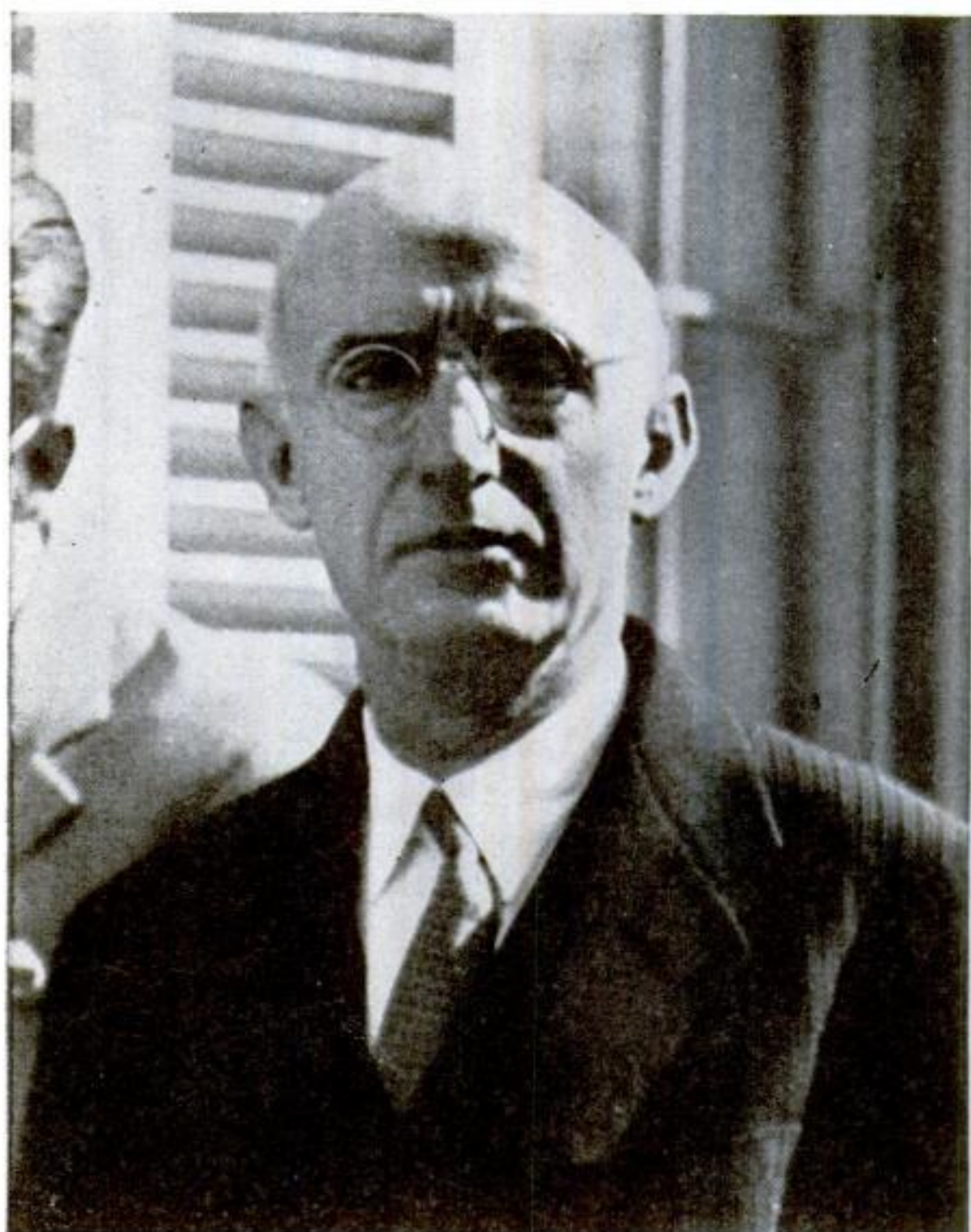


Deputy Violette has introduced an explosive bill to give the vote to Socialist Moslems to offset Rightist colonists.

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Balearics, Mediterranean crossroads, where Britain, France & Italy deadlock

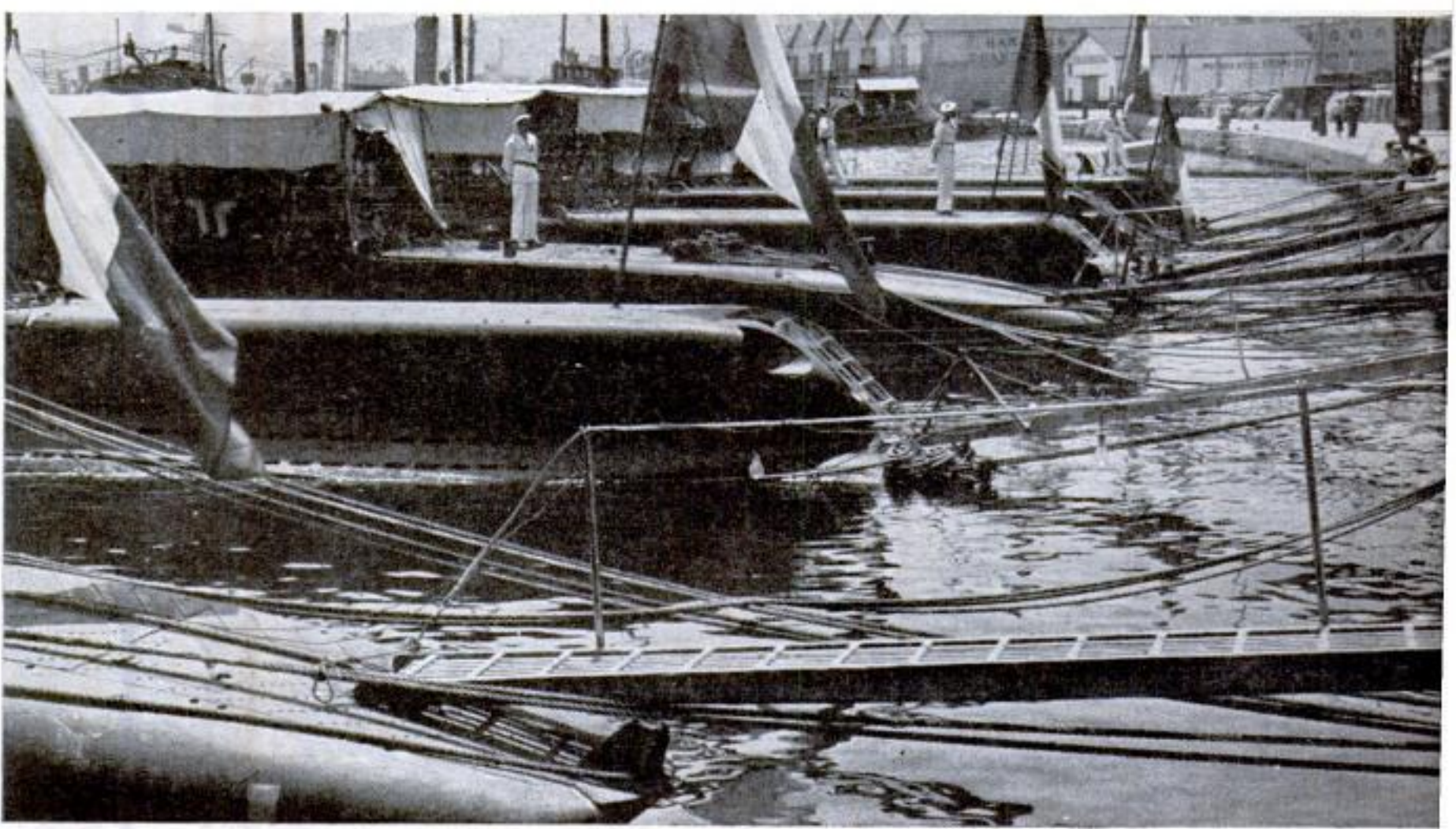
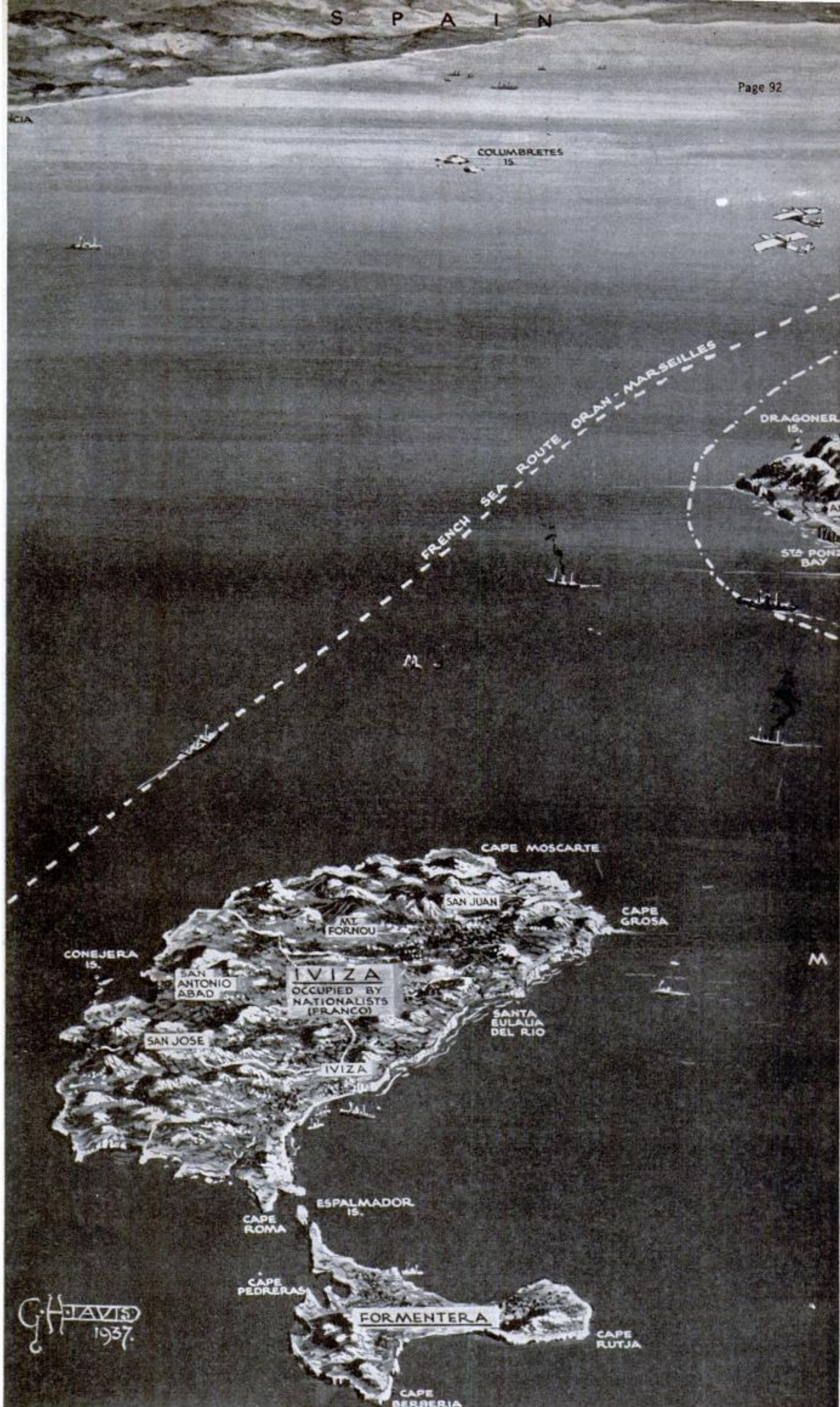


Balearic Spider is Juan March, now over 80. This "King of the Balears" whose wealth is derived from tobacco, chemicals, sugar, oil and shipping, is the heaviest individual backer of Spanish Rebel Generalissimo Franco. He shuttles between Rome and Rebel Spain, is now in Rome.

The drawing of the Spanish Balearic Islands (at right) shows why the Spanish civil war, in which Italy backs the Rebels, is making France no less than Britain angry at Italy. These islands are on the Mediterranean route between France and France's North African possessions which are as profitable to France as India is to Britain. If Italy keeps undercover control of the Balearics, it can prevent France, in case of war, from getting food and native soldiers from North Africa. Italy would furthermore checkmate the French arrangement of naval bases on the French and Algerian coasts. Mussolini is also spreading anti-French propaganda among the Moslems of North Africa (see p. 94).

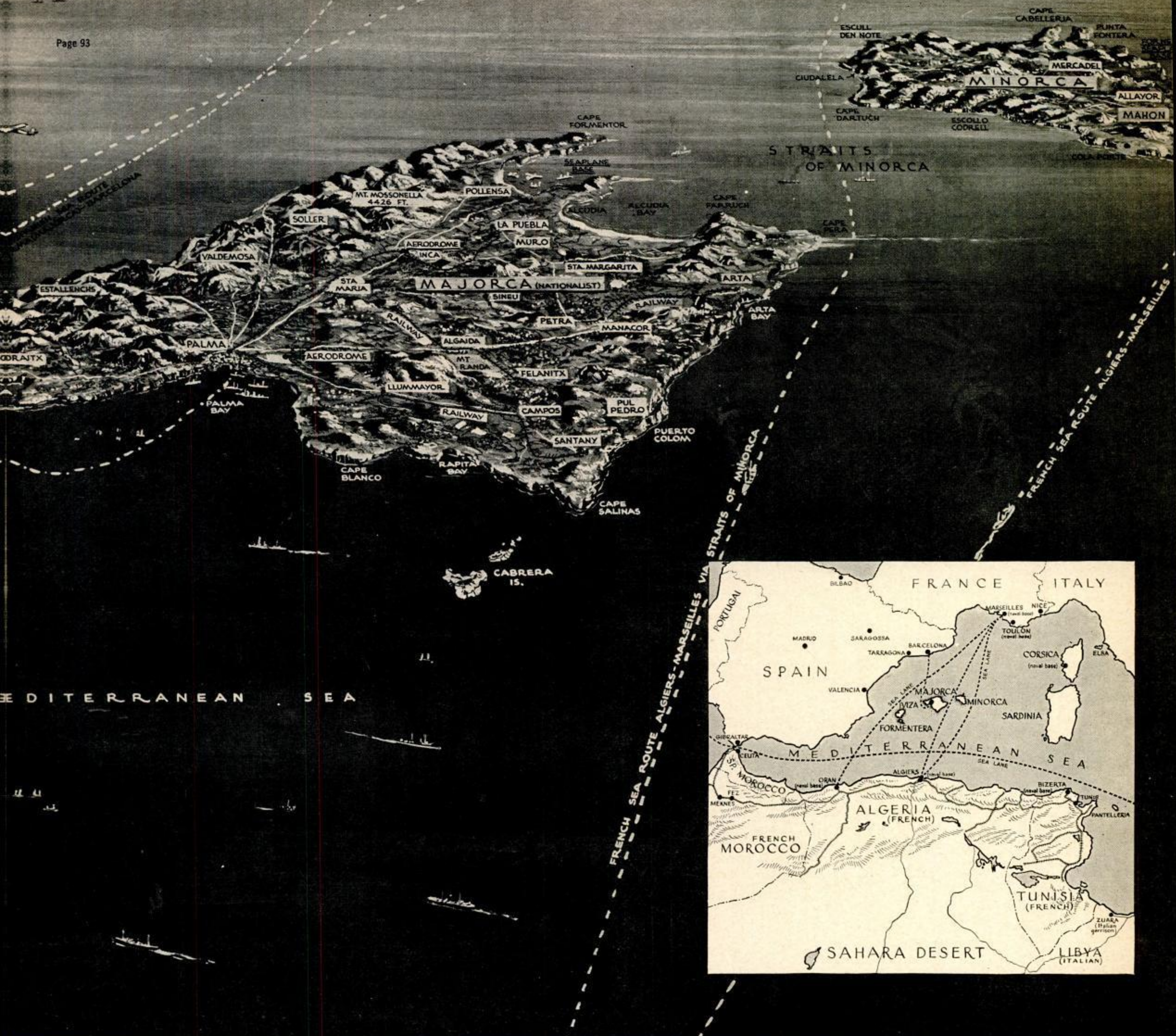
Italy, under the guise of aid to the Spanish Rebels, now dominates the Balearic islands of Formentera, Iviza and Majorca. Italians openly man the Majorcan airdromes at Alcudia and Palma, the capital. Germans man the seaplane base at Pollensa. At Soller, too, is a Rebel submarine base. Since there is peace between Britain and Italy, British cruisers are still to be seen in Palma and Pollensa harbors, side by side with Italian cruisers. Oddly, the Italian domination of Majorca has lately resulted in a native resentment against the Italians. The drawing and the map show the French and British sea lanes, skirting the Balearics, and the involved tangle in this area of British, French and Italian interests.

Britain and France have not been idle against Italy. In September they joined in the Nyon "pirate-control" plan in the Mediterranean, directed against disguised Italian submarines. This meant that both French and British fleets got practice using one another's Mediterranean bases. And a place notably passed over in the world's headlines is the little port of Mahon in Minorca, in the upper right hand corner of the drawing. Minorca has been dominated by the British off and on since 1708. They have made Mahon the "best fortified naval base in the western Mediterranean." Its anti-aircraft guns, made by British Vickers and manned by men who speak not Mallorquin, but English, blazed into action at five marauding Rebel planes, are said to have brought four of them down into the sea. Mahon is also defended by big Vickers naval guns and has a nice naval harbor.



French submarines, shown here at Algiers, patrol France's communications past the Balearics. In the

Mediterranean France has 20 submarines based on Toulon in France, 9 more based on Bizerta in Tunisia



Legion Etrangere (Foreign Legion) and French infantry symbol surmount gate of Si-bel-Abbès barracks. The Legionnaire is wearing the Legion's parade dress uniform.



Mahon on Minorca (upper right corner of drawing) is the British ace-in-the-hole in the Balearics. On the hills back of it are mounted big guns and highly effective, rapid-firing antiaircraft guns.

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Imperialism and politics mix in French Algeria

French Morocco, undeveloped, has phosphate beds, oil, iron and 5,000,000 people of whom 90% are Berbers. Algeria has a population of 6,500,000 (nearly a million voting Europeans, a million voting Jews, 4,000,000 nonvoting Moslems) and can supply all the grain, wine and tobacco that all Europe can use. The Moslems resent the fact that the Jews have the vote and they do not without giving up various Moslem practices. Moslems, however, fill one-third of the seats in Algeria's Financial Council, which draws up Algeria's budget, the other two-thirds being taken by European representatives.

The Popular Front Government has a plan, the Violette bill, to balance the fascist tendencies of the colonists by giving the vote to Moslems who have certain military decorations or are Government functionaries. Since the latter tend to be Socialist in politics, this enrages the colonists, who are the most rabid fascists in the French dominions.

These colonists have done a fair job of developing Algeria—but often at the expense of the natives. The fascists in Algeria are headed by famed Abbé Lambert (*see right*) who on Oct. 22 openly congratulated Spain's Generalissimo Franco on the capture of Gijón.



Water, spouting from artesian well, vanished at Sidi Rached in Algeria, when Frenchmen tapped the same vein nearby.



Waterless Sidi Rached, drowned by sand after French colonists had robbed it of its underground source of water.



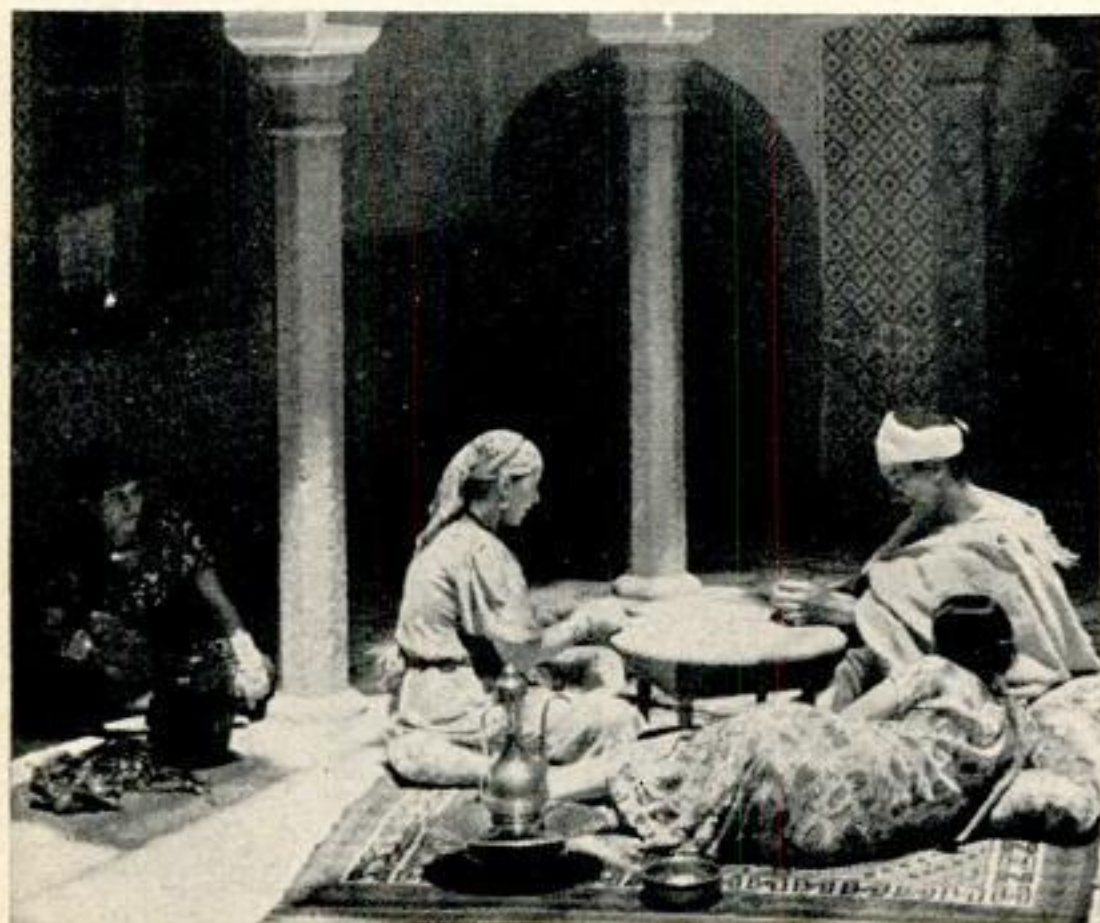
A water diviner is the unfrocked priest, Lambert, mayor of Oran and leader of Algeria's fascist French colonists.



Riots in Algeria are the spawn of French maladministration. The worst occurred Sept. 2 when French troops mowed down 60 natives. Partly the result of Italian propaganda, these riots are really caused by Algeria's transition

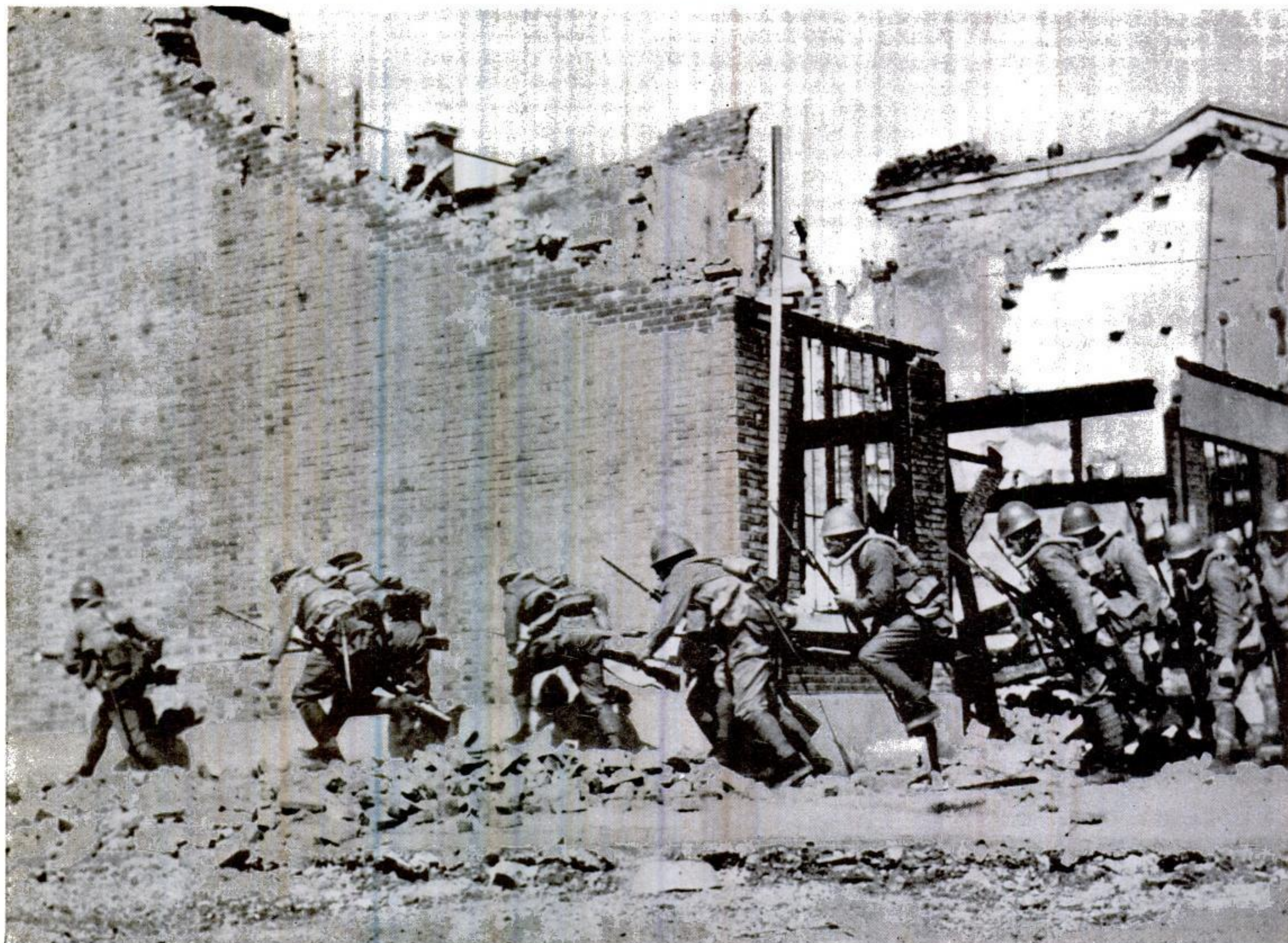
under French rule from a communal state to a capitalist state. Under a Rightist Government in France, agitators were simply suppressed. But the present Popular Front Government unofficially works with Moslem Nationalists

against the European colonists who are openly fascist. Berbers and Arabs gladly accept this "Red" support. Moslem Algerians have the right to French citizenship if they abandon their Moslem right to more than one wife. Few do.

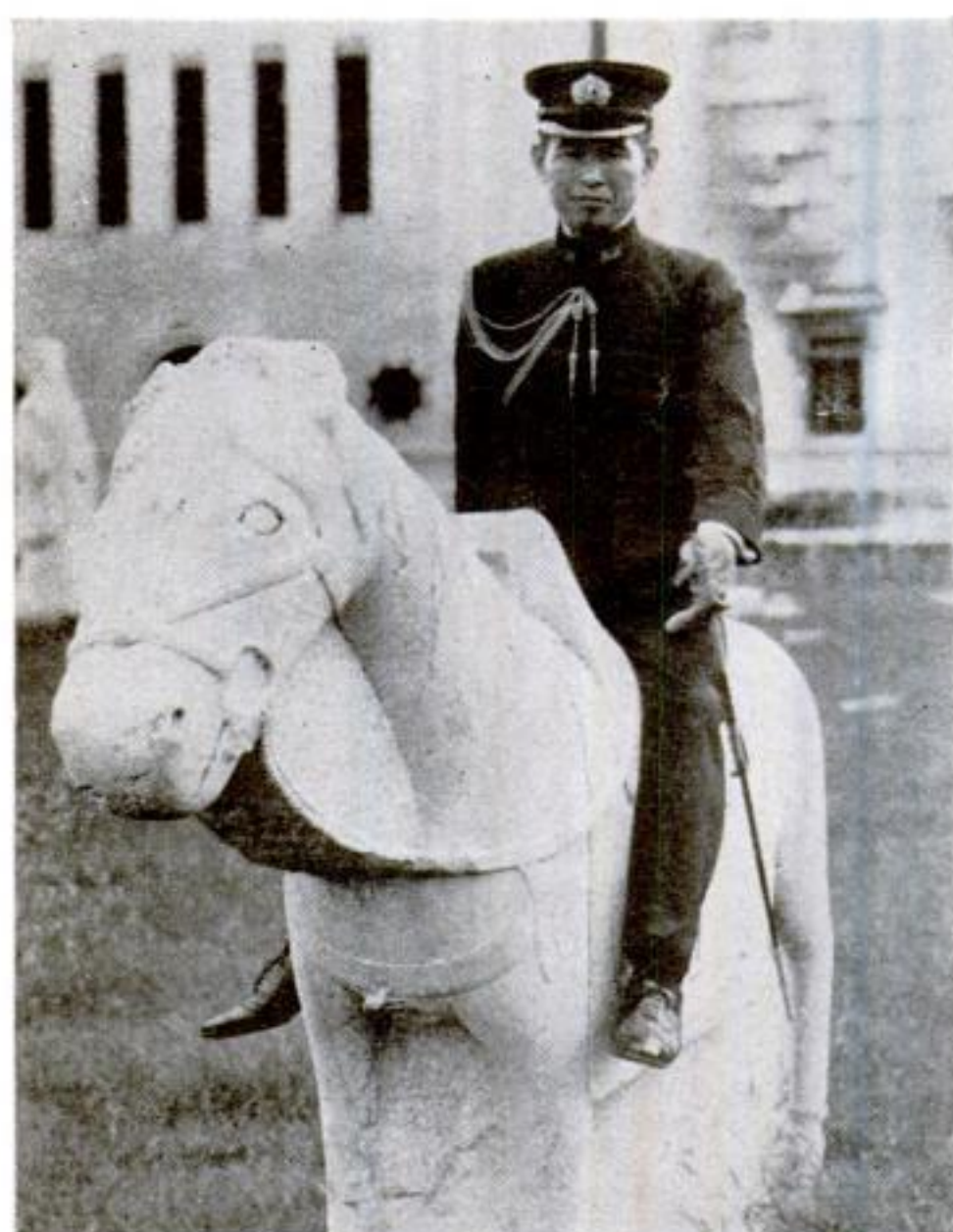


Polygamy is the rule in French North Africa among natives who can afford plural marriage. *Above* is a Berber of French Morocco with two wives. *At far left* is a rich Algerian with three wives, one to play dominoes with, another to make love to, the third, in the shadows, to cook. *Left* is the scene in the Mussulman Court in Algiers' mosque when an Algerian divorces his wife. Both Berber and Arab women are usually "sold" in marriage before 14. Authorities quarrel over which is freer but both are beasts of burden. Both have the right to make contracts, but can be divorced at will and cannot inherit real property. France's Popular Front Government is now trying to give selected Algerians the vote without obliging them to give up their religious rights in polygamy and disprivileged women.

THE CAMERA OVERSEAS: CHINA'S VALIANT THREE-MONTH DEFENSE OF SHANGHAI COLLAPSES



JAPANESE INFANTRY MOP UP LAST-STAND CHINESE SNIPERS IN SHANGHAI. THE GAS MASKS ARE JAPANESE SUPERCAUTION



Shanghai spokesman for Japanese Navy is Lieut. Commander Isobe, astride a stone horse at Shanghai's Civic Centre.

One of the greatest news events of modern times was the Chinese people's stopping the Japanese armies at Shanghai. For three months some 250,000 Chinese regulars and irregulars, lately under Nationalist General Chang Fah-kwei, fought 150,000 Japanese soldiers, sailors and marines to a standstill in the swampy plain east, north and west of Shanghai. They demonstrated for the history books a very un-Chinese willingness to stand and die. Three times they dropped back to new prepared positions, each time keeping contact with Shanghai and its vast stores of war supplies. But on Nov. 9, at last, they fell back once more, and lost contact with Shanghai.

Definitely a defeat, this did not seriously detract from the gallantry of the three-month fight. Henceforth, China's arms from abroad must come from British Hongkong, 800 miles south of Shanghai, and to date not effectively blockaded by the Japanese Navy. The new Chinese lines west of Shanghai wind through lake country. If dislodged from them, the Chinese armies will fall back overland toward Nanking, while the Japanese Navy tries to break the Chinese defenses of the Yangtze River route to Nanking.



Sun Yat-sen in bronze, Nationalist China's "George Washington," is manhandled by Japanese conquerors of Shanghai.



Japanese sharpshooters fire through holes punched in a brick Shanghai balustrade. Japanese at Shanghai have shown a reluctance for hand-to-hand fighting.



Japanese tank rolls up and down a Shanghai street, shelling empty buildings to blast out Chinese snipers, while Japanese infantry huddle against the buildings preparatory to mopping up after the tank.



Steel traffic tower, near the Shanghai International Settlement, is chosen by a Chinese machine gunner. There is obviously no retreat from a position like this.



Japan's advance in North China has largely been confined to the railroads. These Japanese troops are on the Tientsin-to-Pukow railroad into Shantung Province toward Tsinan.



Chinese automobiles, indicating the extent of China's preparation for a war with Japan, carry Shanghai's defenders to the front, like the famous French taxi army at the Marne.

THE CAMERA OVERSEAS: BRAZIL PRESENTS THE BOGEY OF FASCISM TO THE AMERICAS



President Vargas of Brazil (right) was dazzled by President Roosevelt of the U. S. when Roosevelt stopped off at Rio de Janeiro last November on his way to the Buenos Aires

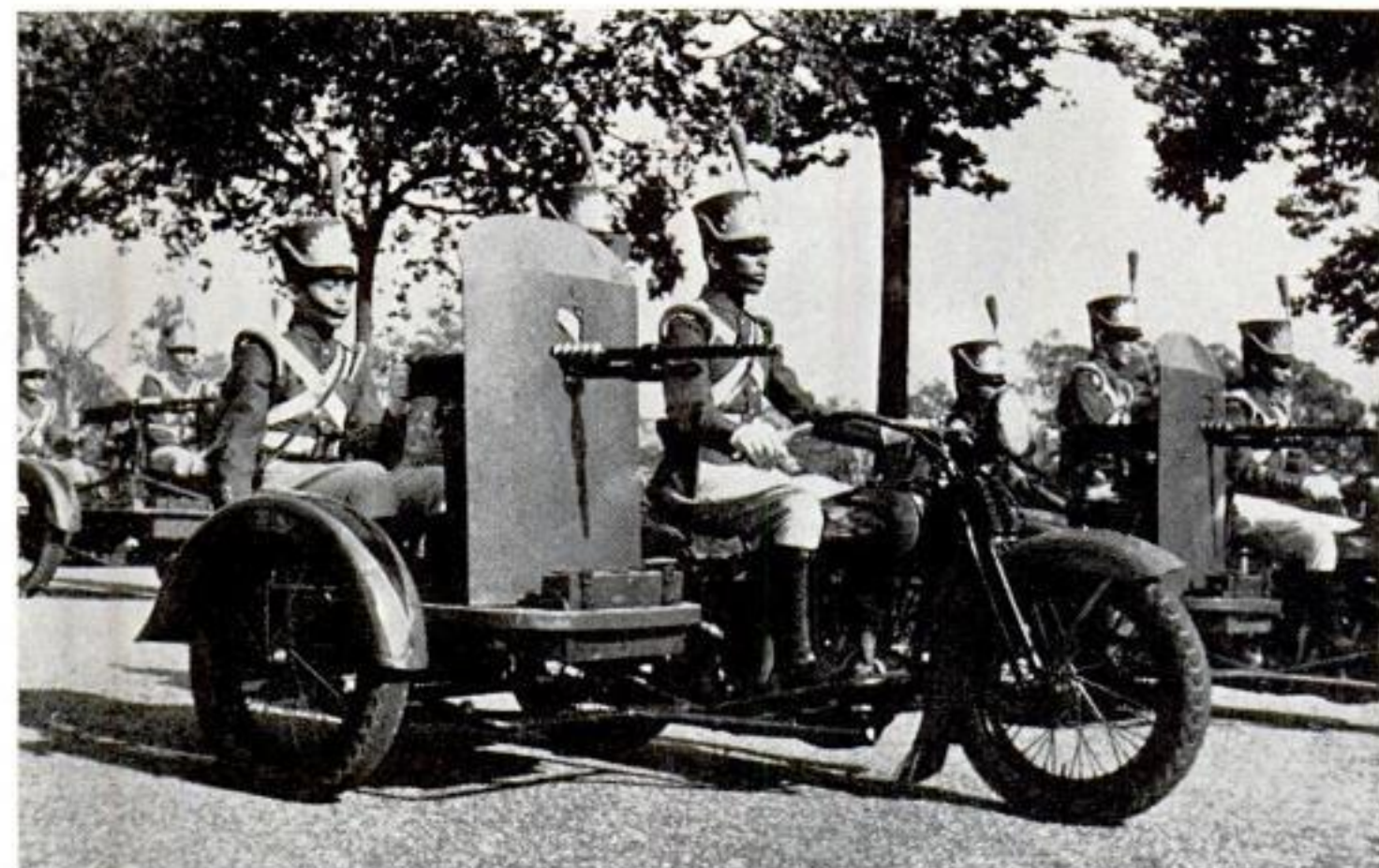
peace conference. President Roosevelt then told Brazil's bigwigs: "It was two people who invented the New Deal—the President of Brazil and the President of the U. S."

A strange coincidence in international politics is illustrated on this page. On Nov. 7, the Italian editor, Virginio Gayda, boasted that fascism would next develop in the South American republics, nearly all of which have long been fascist in spirit if not in the letter of their admirably democratic constitutions. This gave the liberal American press the horrors, notably Columnist Dorothy Thompson. On Nov. 10, her syndicated column warned of fascism in Brazil and that very day Brazil's President Getulio Vargas abolished parliamentary government in Brazil and promulgated a new constitution that had some fascist "corporative state" features. The American as well as the German and Italian press straightway identified these events as the "landing of fascism on the American continents."

Actually only the idiom of President Vargas' new constitution was new. All the rest was the same old Latin American *continuismo*—the desire of a President to "continue" as President indefinitely. Brazil has a remarkable record of revolution, civil wars, dictatorships, *coups d'état*. Getulio Vargas got to be President by a revolution in 1930, was approaching new elections in January for President.



"Storm troops," potentially, are Tiros de Guerra (War Bullets), organized by Marshall Hermes 30 years ago as a spare-time substitute for military service. Real fascists are the Integralistas, green-shirted men of German or Italian descent who favor European fascism.



Presidential guard (above) of 800 men is well-armed and mechanized. The splendid blue and gold uniforms are a heritage of exciting days in 1807 when Napoleon chased Portugal's Prince John to Brazil where he changed Brazil to a co-empire with Portugal and founded a military academy. John's son was Brazil's first independent Emperor, Dom Pedro I.



Bugaboo is Communism, whose Brazilian exemplar was an ex-captain named Luis Carlos Prestes. This "Bearded Knight of Hope" was jailed after his 1935 Army revolt failed. Advertised as beautifully bearded (above, left) he was caught without his beard (right).

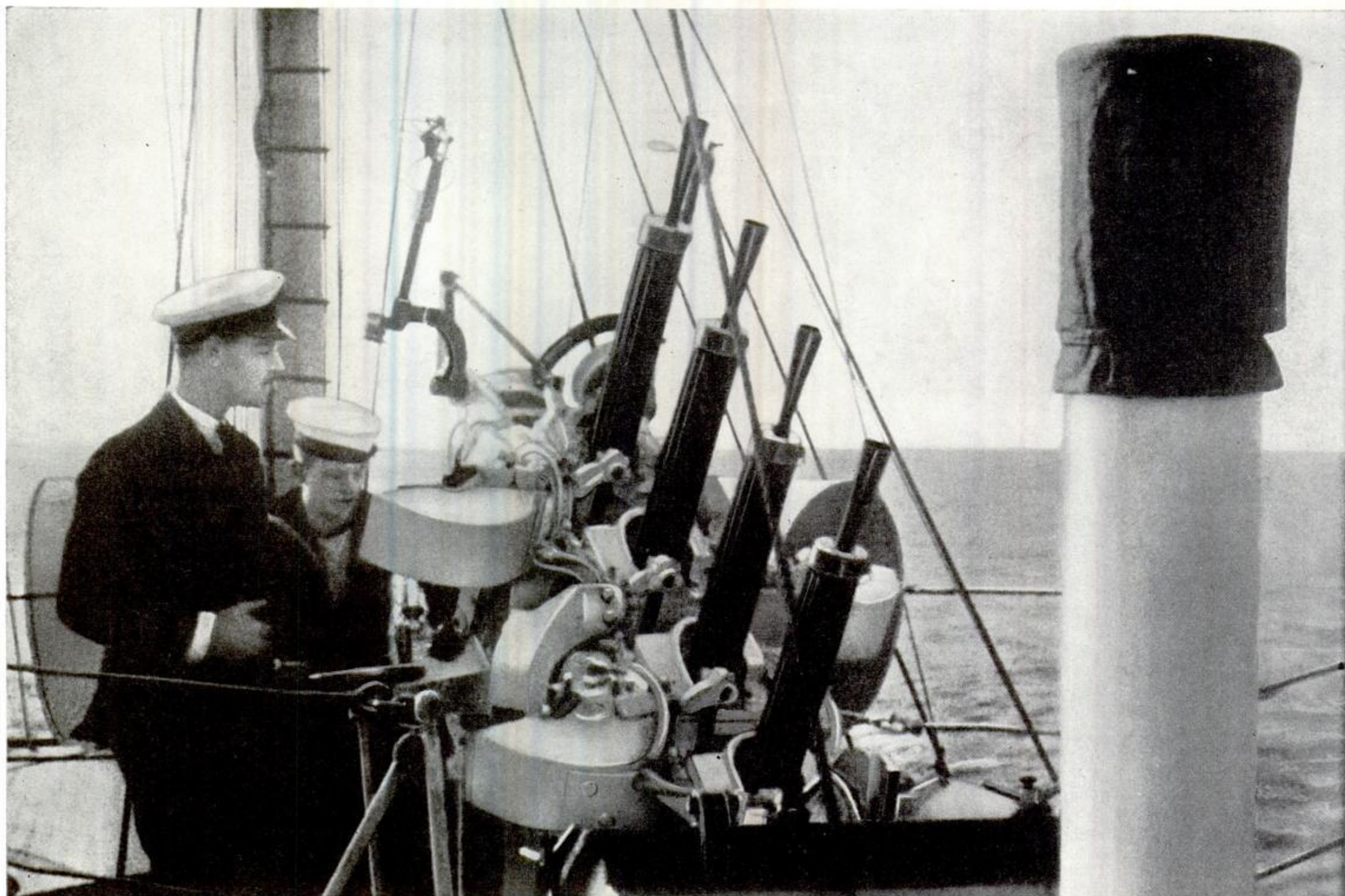


Taking it lying down, like this coffee trucker, Brazilians remained calm during Vargas' *coup d'état*. "The people seem to be very happy," reported New York *Times*'s Frank M. Garcia. "They like the change. This new constitution is more democratic than fascist."

U. S. industry has lately blazoned the word GOODYEAR just below Rio de Janeiro's Sugar Loaf Mountain (*below*). Both Ford and Goodyear get rubber from Brazil, despite annoyance of working with greedy and whimsical Brazilian politicians who speak Portuguese.



THE CAMERA OVERSEAS: THE BRITISH UNCOVER TWO SECRET NEW ANTIAIRCRAFT GUNS



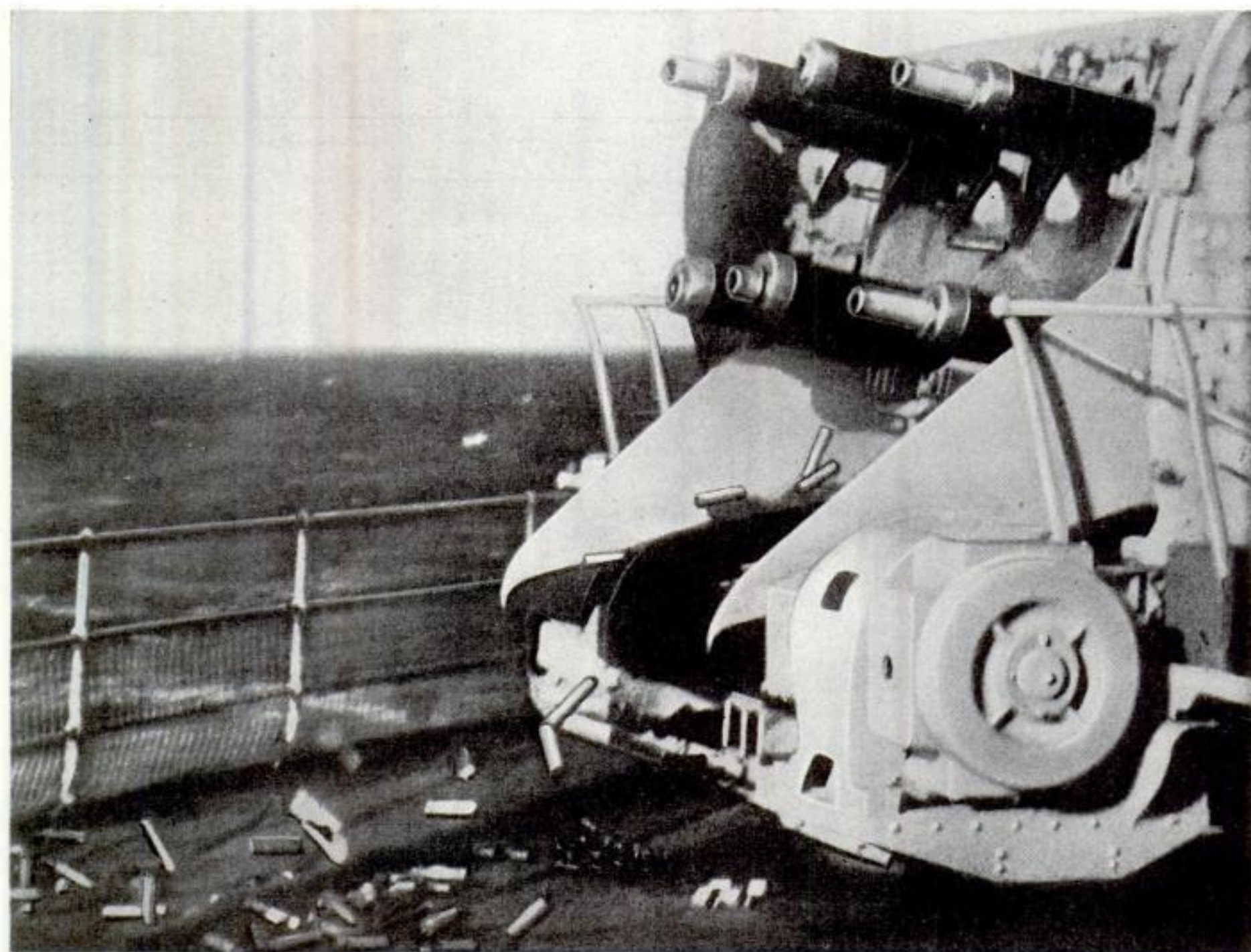
ANTIAIRCRAFT MULTIPLE MACHINE GUN READY FOR ACTION ON A BRITISH WARSHIP, AS SEEN IN NEW NAVY PROPAGANDA MOVIE

All the world's general staffs would like to get a good close look at the queer machines shown on this page. They are Britain's latest anti-aircraft guns.

At right is the famed "Chicago piano," the multiple pom-pom gun firing 480 shells a minute. It was first shown in action last July but newspapermen were kept 300 yards away and no cameras were permitted. The Admiralty have now surprisingly permitted it to be shown briefly in a new British movie, *Our Island Nation*, having first so tampered with the firing speeds that its performance gives away no secrets. It is a rectangular machine the size of a two-ton truck, mounted on a hydraulic turntable. On each side it has a battery of eight or (in the picture at right) six guns in two banks. It can fire high explosive, incendiary, tracer and shrapnel shells in any order in which the belt is loaded. Nobody knows on how many British warships it has already been fitted but as fast as it is produced it will doubtless become standard equipment. In action it sounds like a monster pneumatic riveter.

The picture at top is of another type of British anti-aircraft, the multiple machine gun.

The hysterically rapid development of anti-aircraft guns has had the effect of making fleets nearly impregnable against planes, to some extent restoring the British Navy's balance of power. A fleet's main fear of aviation is not of bombs but of low-flying planes that launch a torpedo against the side of a ship. These guns will try to get the plane before it gets near enough to drop its torpedo.



"Chicago piano" is the British name for this multiple pom-pom anti-aircraft gun. Shells seem to be issuing from four barrels. An Admiralty artist has apparently retouched the falling shells to conceal their real shape.

FOR ALL YOUR TOMORROWS

For many tomorrows the "Silver Serial" of Heirloom Plate will flow on and on at your hospitable board. LONGCHAMPS is the Purist of the Heirloom Family . . . CHATEAU—La Grande Dame . . . GRENOBLE—The Debutante. Your choice among this trinity of patterns will admittedly be difficult. But, whichever one finally calls to you as your own, it will grow lovelier through the years as happy associations add to the first thrill of proud possession. Heirloom Dealers offer Services of Heirloom Plate starting at \$32.50, on Spaced Payments.

• ADVICE from Famous Stylists: Six of America's Greatest Names in Interior Decoration tell you of "Table Charm from Dawn to Dusk." . . . Send 10¢ (mailage) for this authoritative booklet—to Heirloom Plate, Oneida, New York.



• DIANE TATE and MARIAN HALL have for over 20 years "done" great country houses and the more important town apartments in America's fashion centers. Their work is especially notable in the 18th Century French and English decoration. The simplicity of this luncheon table is a perfect setting for the rich beauty of CHATEAU.



SILVER DIVIDENDS: Additional "Place Settings" in your own patterns at no additional cost! Ask your Heirloom Dealer for details.



Table linen by Mosse, Inc.

Heirloom Plate
HALLMARK OF THE FINEST SILVERWARE

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YOUNG

★ ★ ★ IDEAS

WHEN you see an old codger with the friskiness of a young-blood, don't be surprised if he tells you it's the BOVRIL in him.

BOVRIL, you know, is the world-famous beef drink. It's been *Great Britain's Great Bracer* for 50 years. With 20 to 30 pounds of prime, lean beef required to produce one pound of the extract used in making it, BOVRIL provides the protein nourishment such beef gives.

It is invigorating and stimulating. A teaspoonful of BOVRIL in a cup of boiling water makes a splendid food-beverage for fighting fatigue, chasing chill—and (a hint) for calming the inner man and "snapping out of it" after a bit of over-indulgence!

Take BOVRIL any time—at or between meals. You'll like it. It's delicious—as temptingly tasty as the dripping, succulent juice of freshly roasting beef itself! At most good fountains, where it is served piping-hot at 10c a cup; and food and drug-stores, where it is sold in jars for home use.

BOVRIL is good for everybody—for growing children, grown-ups, old folks, invalids. Excellent, too, as a savor for soups, stews, gravies, etc.

BOVRIL OF AMERICA, Inc., Camden, N. J.

"BEVERAGE
BEEFSTEAK"



BOVRIL



ALSO BOVRIL BEEF
BOUILLON CUBES

Private Lives



Baron Jean Empain, Belgian nobleman whose income has been estimated at \$10,000,000, took Rosezell Rowland, a Manhattan burlesque girl, on a big-game expedition to the Belgian Congo, married her there, Feb. 4. When Miss Rowland bore the Baron a son, Nov. 4, in Budapest, he married her again, this time with her family's consent. Said the bride's sister: "The Baron is getting all the breaks."



Mitzi Mayfair, singer and dancer who was featured with Beatrice Lillie and Bert Lahr in *The Show Is On*, was fined \$40 in Burlington, N. J., for driving her car 80 m.p.h. A State policeman said that he chased her 30 miles before catching her. Miss Mayfair who has made as much as \$750 a week didn't have \$40, was held several hours until friends sent it.



Paul Wright, 38-year-old president of the Glendale (Calif.) Union Air Terminal, shot and killed his wife (right) and his friend John Kimmel when he found them in each other's arms after the two men had come to Wright's home after an evening at Hollywood night spots. "Everything went white before my eyes—like a sheet of white fire," he said.



Herman Rosenzweig, Manhattan tailor, found \$1,598 in bills in Customer John Kirkman's suit, promptly returned the money. "Much obliged," said Kirkman, offered no reward. When the papers printed this, honest Mr. Rosenzweig received many a congratulatory letter, some containing money, has been doing a thumping pressing business ever since.



Mrs. Paul Wright, once an actress in Chicago, had been married five years. When her husband, who ironically had brought John Kimmel back with him in order to establish an alibi for his evening caught her hugging his friend, she laughed, kissed Kimmel again—for the last time. Her three-year-old daughter, Helen, slept throughout the shooting.

DON'T LET COUGHING TEAR YOUR THROAT!

MILLIONS USE PERTUSSIN
FOR QUICK RELIEF

When you catch cold and your throat feels dry or clogged, the secretions from countless tiny glands in your throat and windpipe often turn into sticky, irritating phlegm. This makes you cough.

Pertussin stimulates these glands to again pour out their natural moisture so that the annoying phlegm is loosened and easily raised. Quickly your throat is soothed, your cough relieved!

Your cough may be a warning signal from your respiratory system. Why neglect it? Do as millions have done! Use Pertussin, a safe and pleasant herbal remedy for children and grownups. Many physicians have prescribed Pertussin for over 30 years.

It's safe and acts quickly.
Sold at all druggists.

Large
Trial
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Washington St., N. Y. C. Please send
me a large Trial Bottle of Pertussin.
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CONTINUED ON PAGE 104

*American for Flavor
Irish for Bouquet*

WILLIAM JAMESON

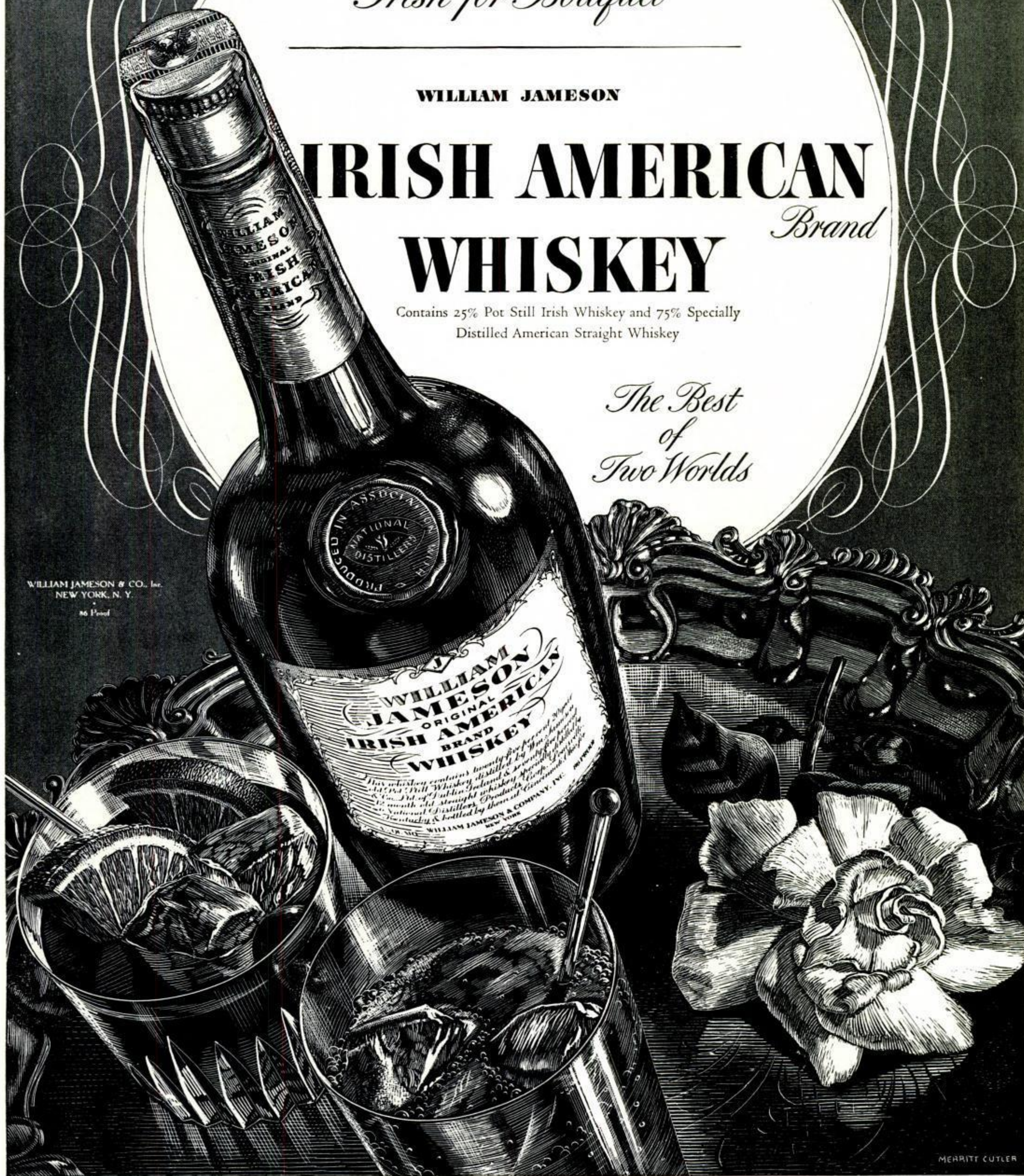
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187 Madison Ave., New York



WEBSTER

CUSTOM MADE

Private Lives (continued)



Mrs. Connie De Bower will become a former King's wife's former husband's future wife's former husband's wife when she weds Jacques Raffray whose divorced wife is marrying the Duchess of Windsor's former husband Mr. Simpson. Mrs. De Bower is in Reno passing the time until Nov. 26 brings her a divorce from Husband Herbert.



Miss Emlen Davies, 21-year-old daughter of Ambassador Joseph P. Davies whom she accompanied to Moscow, has begun studying law at the Moscow Juridical Institute. A former student at Vassar where she took political science, Miss Davies has had poems published, helps her father entertain, was presented at the Court of St. James in 1935.



Basil ('Pat') Ryan, grandson of the late Thomas Fortune Ryan, woke up in Hickory, N. C., to find a brand-new wife and 7-weeks-old baby in bed with him. Whisked to a hospital, the groom rested while his lawyer announced that the marriage was due to a "weakness for alcoholic beverages" and that he greatly regretted "the embarrassing situation."



Mrs. Martha Barkley Ryan, 21-year-old daughter of a traveling salesman, refused to find the situation embarrassing. Denying that there had been any premarital drinking on the part of her husband, she said that with his consent she intended to go ahead with seduction charges against one Ned Parks, the alleged father of Mr. Ryan's stepchild.



Clendenin J. Ryan Jr., another Thomas Fortune Ryan grandson, is marrying Jean Harder (right). A secretary to Manhattan's Mayor LaGuardia, Ryan won extracurricular notoriety in 1934 when he married Austrian Countess Marie-Anne-Paula-Ferdinandine von Wurmb-Stuppach, had marriage annulled 17 months later on grounds of fraud.



Jean Harder, who is becoming Mrs. Clendenin J. Ryan Jr., is a socially registered Junior Leaguer who attended swank Ethel Walker School in Simsbury, Conn., is now studying art. Ten years her 32-year-old husband's junior, she served on the staff of the Civic Information Bureau which recently helped Ryan's boss win re-election as New York's Mayor.



"Get Fussy about COCKTAILS" urges EDWIN C. HILL who prefers Heublein's (ready-mixed) CLUB COCKTAILS

"I'm hard to please when it comes to cocktails," says Edwin C. Hill, celebrated reporter, radio commentator, globe trotter. "Only a few barmen can mix cocktails just right for me. That's why I always have a few bottles of Heublein's superlative, ready-mixed CLUB COCKTAILS handy. You'll enjoy them as much as I do when you've tried them, I'm sure."

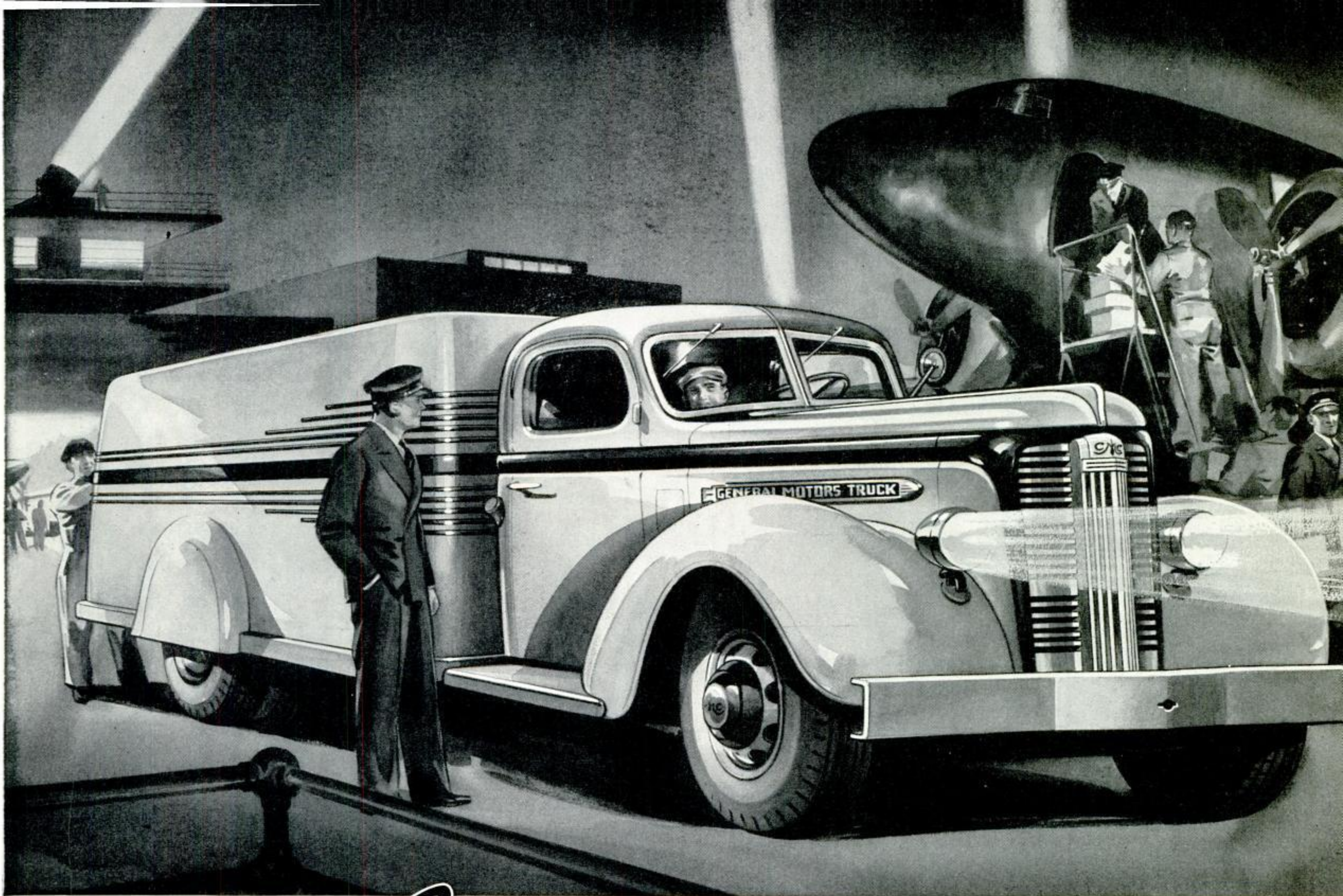
TAKE Mr. Hill's suggestion. Try Heublein's CLUB COCKTAILS. You'll find them delicious, wholly satisfying. They're made of costliest ingredients . . . blended by Heublein's veteran experts. And, saving you fuss and bother, they come always ready-mixed in the bottle . . . ready quickly to ice and pour. Only a few veteran barmen can match them in flavor. Not one home-mixer in ten thousand can even approximate it. Each bottle, with proper shaker-icing, supplies eighteen to twenty bumper drinks. And what is left in an opened bottle keeps indefinitely. Order a bottle of your favorite variety today.



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YOUR CHOICE OF EIGHT POPULAR KINDS
Martini Medium Sweet (60 proof), Dry Martini (71 proof), Extra Dry Martini (70 proof), Bronx (60 proof), Manhattan (65 proof), Side Car (60 proof), Old Fashioned (80 proof) and Daiquiri (70 proof). At all state operated and other liquor stores. Prepared and bottled by G. F. Heublein & Bro., Hartford, Connecticut

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- LOWEST PRICES FOR STANDARD CAB-OVER-ENGINE MODELS
- MECHANICAL BETTERMENTS
- BIGGEST STANDARD BODIES IN THE INDUSTRY

GMC offers for 1938 three new fast-duty models, a new 3/4-ton, a new 1-ton — and a stalwartly built 1 1/4-ton model. GMC introduces a long list of mechanical betterments, notably improving its extensive line. GMC

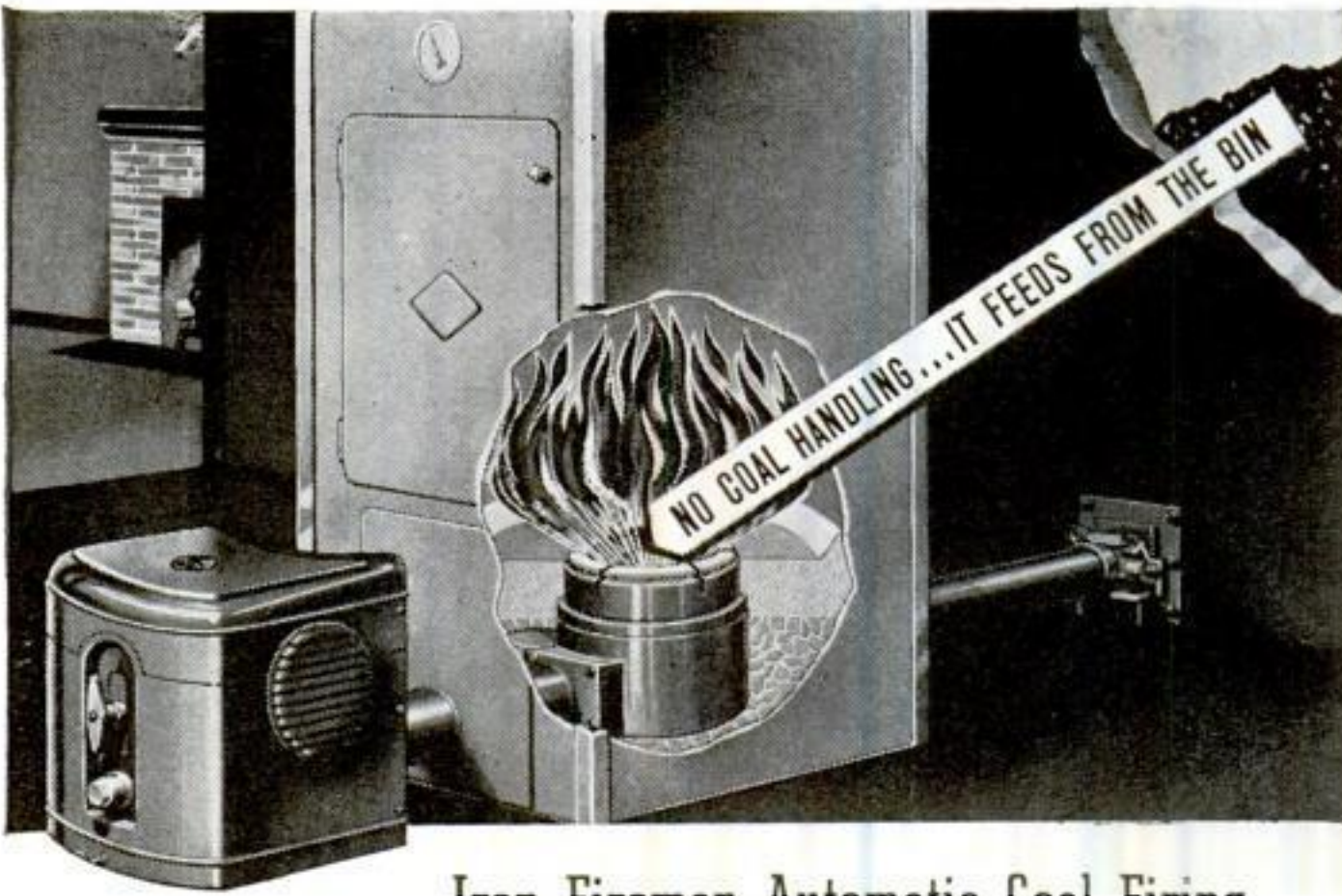
unveils a new stream-style dress, a still finer evolution of its already famous "Dual-Tone" design. And GMC offers all models 1/2 to 12 tons at prices that are still crowding the lowest! See these trucks — see your GMC dealer.



Three New Models **AND A FULL LINE .. 1/2 TO 12 TONS**



GENERAL MOTORS TRUCKS & TRAILERS



Iron Fireman Automatic Coal Firing

Actually Saves Money

Fuel costs less than hand-fired coal; much less than other automatic fuels. Install an Iron Fireman in your heating plant at lowest prices in history

FORGET everything you ever heard about automatic heating being *expensive*. An Iron Fireman automatic coal burner installed in your furnace or boiler gives the finest automatic heating that money can buy—at amazingly low cost.

You have a happy experience ahead when you change over to Iron Fireman. If your case is typical of others, you will cut fuel costs 15% to 50%. In addition, you will have automatic heating that is clean, quiet, convenient.

Iron Fireman firing has become so popular that the automatic coal burner industry, pioneered by Iron Fireman, has shown a 377% sales increase in the past four years—2 1/2 times the gains of the other nearest type of heating.

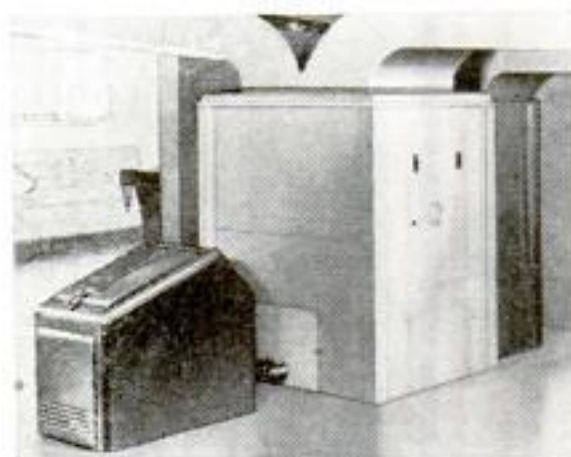
Have an Iron Fireman engineer inspect your heating plant and report your present fuel costs and conditions compared with fuel costs, conditions and results which Iron Fireman will bring. This survey and report costs you nothing; places you under no obligation. Telephone an Iron Fireman dealer or write direct to the factory. Iron Fireman Mfg. Co. Factories: Portland, Oregon; Cleveland; Toronto. Dealers everywhere. Bituminous and Anthracite burners for homes; commercial stokers for boilers developing up to 500 h.p. Coal Flow and hopper models in all sizes.



James C. DeGarmo, Lakewood, Ohio, tried other automatic fuels before turning to Iron Fireman-fired coal. After two years of service he reports that Iron Fireman gives him more even

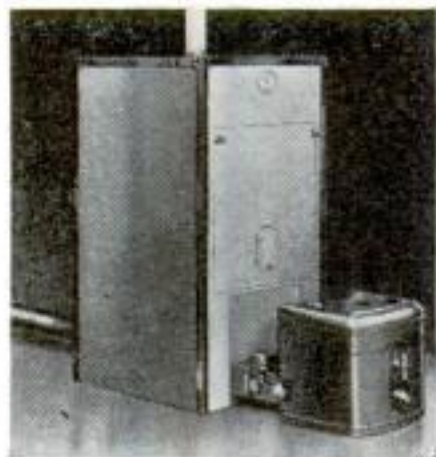


heat at a very attractive saving in fuel costs. He is now able to heat all portions of the house. Particularly pleased with cleanliness of operation.



36 Months to Pay

You can buy your Iron Fireman by the month. The stoker will help pay for itself from fuel savings. Models as low as \$8.97 a month, plus small down payment. Whether you install a *De Luxe* hopper model (left) or a *Coal Flow* model that feeds coal direct from bin to fire (right) you make an investment that will return dividends in health and happiness for years to come.



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- ☐ Send picture magazine tabloid "Iron Fireman on Review" with 121 illustrations; 27 interesting articles.
- ☐ Please consult me regarding your free survey.

Name _____ Address _____

LIFE'S PICTURES



When Alfred Eisenstaedt went to Bennington College in Vermont to take the pictures appearing on pages 36-43, he met with a warm reception from dozens of would-be photographers who pestered him with questions, photographed him until he felt like a movie star. Anticipating his visit, the students had arranged a special evening lecture with Eisenstaedt as principal speaker. One of the first candid cameramen, Eisenstaedt started working with a Leica in 1927 now uses twelve. Of the dozen LIFE covers which he has taken, the Bennington girls liked best that of Grace, the Dummy (LIFE, July 12).

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

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- 17—EDGAR T. CLEWELL
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- 28 29—From paintings for FORTUNE by PAUL SAMPLE
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- 35—*Courtesy GENERAL MOTORS*, P. L.—MARGARET BOURKE-WHITE, LOUIS R. BOSTWICK, MARGARET BOURKE-WHITE, RUDOLF H. HOFFMAN—AILEY STUDIO INC.
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- 69—W. W.—P. L.—PIX, P. L.
- 70—P. L.
- 72—PELLIG from EUR.
- 75—KITROSSER from P. L.
- 76—EVE CURIE from DOUBLEDAY, DORAN *exc. l. l. U & U*
- 78—(C) PAUL THOMPSON—KEY, ACME—EDWARD KOCH from DOUBLEDAY, DORAN
- 81—JEROME ZERBE—ELAINE BROWN KEIFFER
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- 89—DR. ERICH SALOMON-PIX
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- 99—MARGARET BOURKE-WHITE
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- 115—SAMUEL GOLDWYN INC.
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- 119—PETER STACKPOLE *exc. bot. cen. KARGER-PIX*
- 120—PETER STACKPOLE *exc. bot. KARGER-PIX*
- 122—KARGER-PIX *exc. cen. PETER STACKPOLE*

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTRE; ©, COPYRIGHT; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; B. S., BLACK STAR; EUR., EUROPEAN; H. & E., HARRIS & EWING; INT., INTERNATIONAL; KEY, KEYSTONE; P. L., PICTURES INC.; U. & U., UNDERWOOD & UNDERWOOD; W. W., WIDE WORLD.

THE COVER FOR THE NOVEMBER 15 ISSUE WAS TAKEN BY FRITZ HENLE NOT BY ARTHUR GRIFFIN AS STATED



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Sportsman's Joy AT CHRISTMAS

What finer Christmas gift could any lover of the outdoors ask, than a Bausch & Lomb Binocular. "The World's Best—By Any Test," B & L glasses are endorsed by world famous yachtsmen, hunters, Army and Navy officers, naturalists and sports authorities. Shown above, 7 power, 35 mm Binocular, \$86.

SEND FOR CATALOG. 40 pages of useful binocular information. Tells how to select a binocular, describes features of twelve Bausch & Lomb Sport Glass and Binocular models, \$16 to \$132. Bausch & Lomb Optical Co., 512 Lomb Park, Rochester, N. Y.

BAUSCH & LOMB
Binoculars
THE WORLD'S BEST — BY ANY TEST

ONCE again elegance reigns. And handsome pieces of plate...gleaming candlesticks, centerpieces, platters and service dishes, give to the table a distinguished splendor. The smart hostess, following this trend, inevitably turns to Community Plate service ware, renowned for its quality and exquisite design. She may choose the stately Georgian or four other designs, wherever fine silverware is sold. Individual pieces and sets, from a single candlestick or well-and-tree platter to a complete tea service, from \$7.50 to \$99.50.



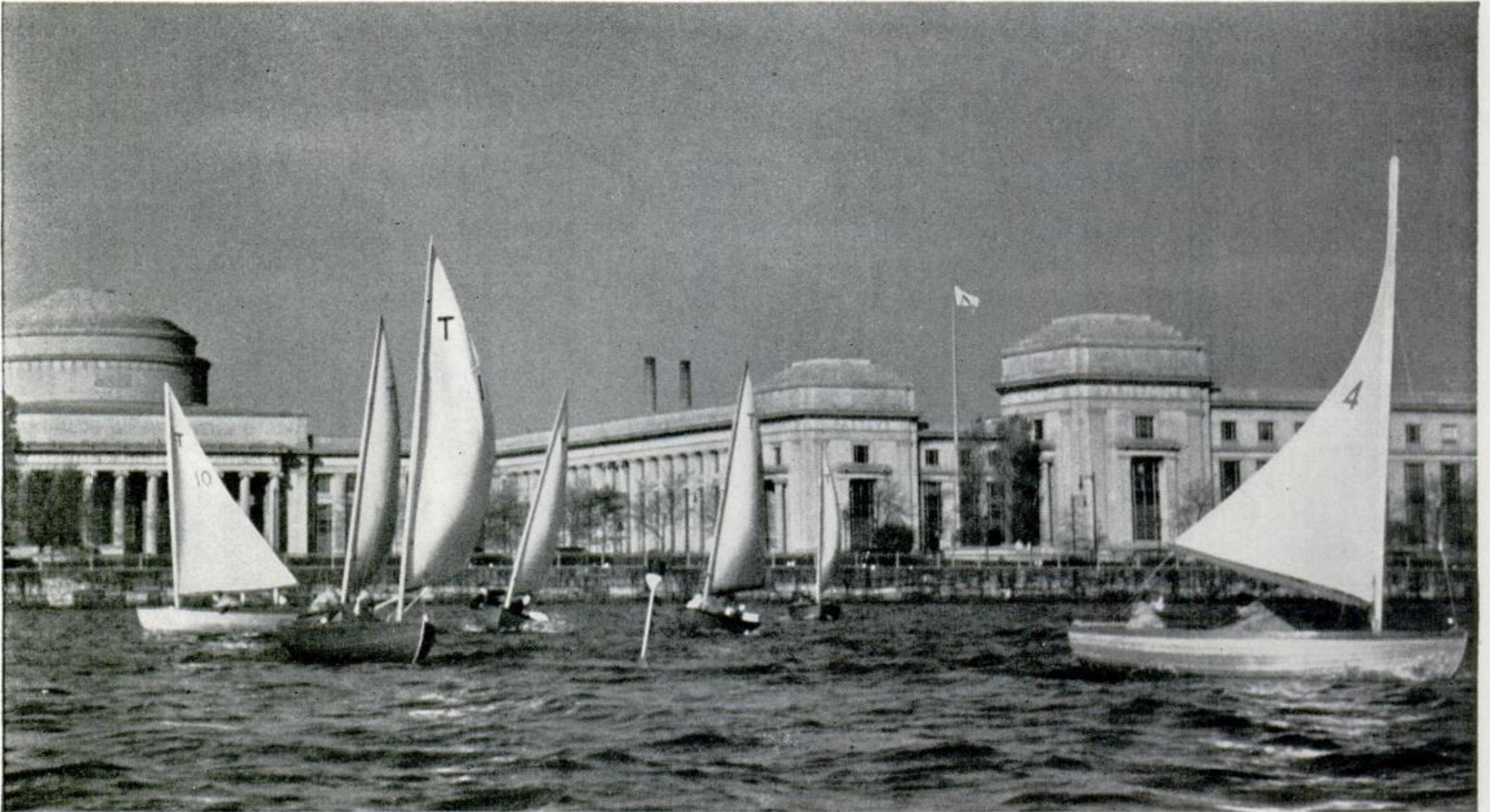
The Georgian Design

COMMUNITY PLATE

Leadership in Design Authority

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M. I. T. BEATS 18 OTHER COLLEGES IN DINGHY RACES ON THE CHARLES RIVER



M. I. T.'S DINGHY NO. 4 LEADS AT THE TURN IN THE COLLEGE REGATTA. IN BACKGROUND IS M. I. T.'S MAIN BUILDING



Between races, dinghies and their crews lay on float at M. I. T.'s sailing Pavilion. Dinghies cost from \$300 to \$500 each. M.I.T.'s are designed by its naval architecture department.

At Cambridge, Mass., on the straight, wide stretch of the Charles River facing the classic buildings of Massachusetts Institute of Technology, dinghy sailboats from 19 U. S. and Canadian colleges raced on Nov. 7 in the Boston Dinghy Club Cup Regatta. It was the largest intercollegiate yachting event ever held in the U. S. Winner of the Cup was M.I.T., whose students and professors are among America's most enthusiastic dinghy skippers.

A dinghy, more commonly called a "dink," is the kind of boat used as a tender for large motorboats or yachts. They were once propelled entirely by oars or motor. Today most of them are equipped with sails. Started about 1930, the informal quality of dinghy sailing made "frostbite" races popular for fall and winter. Its popularity grew throughout Depression and colleges took it up as a formal sport. Today, the Intercollegiate Yacht Racing Association is composed almost exclusively of dinghy sailors. Mainly confined to the Eastern seaboard, dinghy crews now number some 1,500 college students, 400 of them at M.I.T.



The Charles grew choppy during the early races, causing one capsize and a good deal of bumping. The races were held on a triangular course. Each college sailed two boats.

CONTINUED ON PAGE 110

CHASE brings Life to a

CHRISTMAS PARTY



❧ ❧ ❧ If Life, veteran of many parties, turned up at a Chase Christmas Supper what would take his eye? Pretty women? Entertaining people? Delicious food? Yes—but also the brilliance of Chase party accessories gleaming in the firelight. Chase cocktail shakers and canape trays . . . Chase snack servers and hot roll warmers . . . Chase coffee urns and water pitchers. Above the talking and laughter the hostess would whisper: "It's Chase Chromium! We love it!" Chromium, the modern finish that never tarnishes—never blackens—that always stays brilliant. To see more of what brings life to any party, send for our free folder on Chase entertaining accessories.

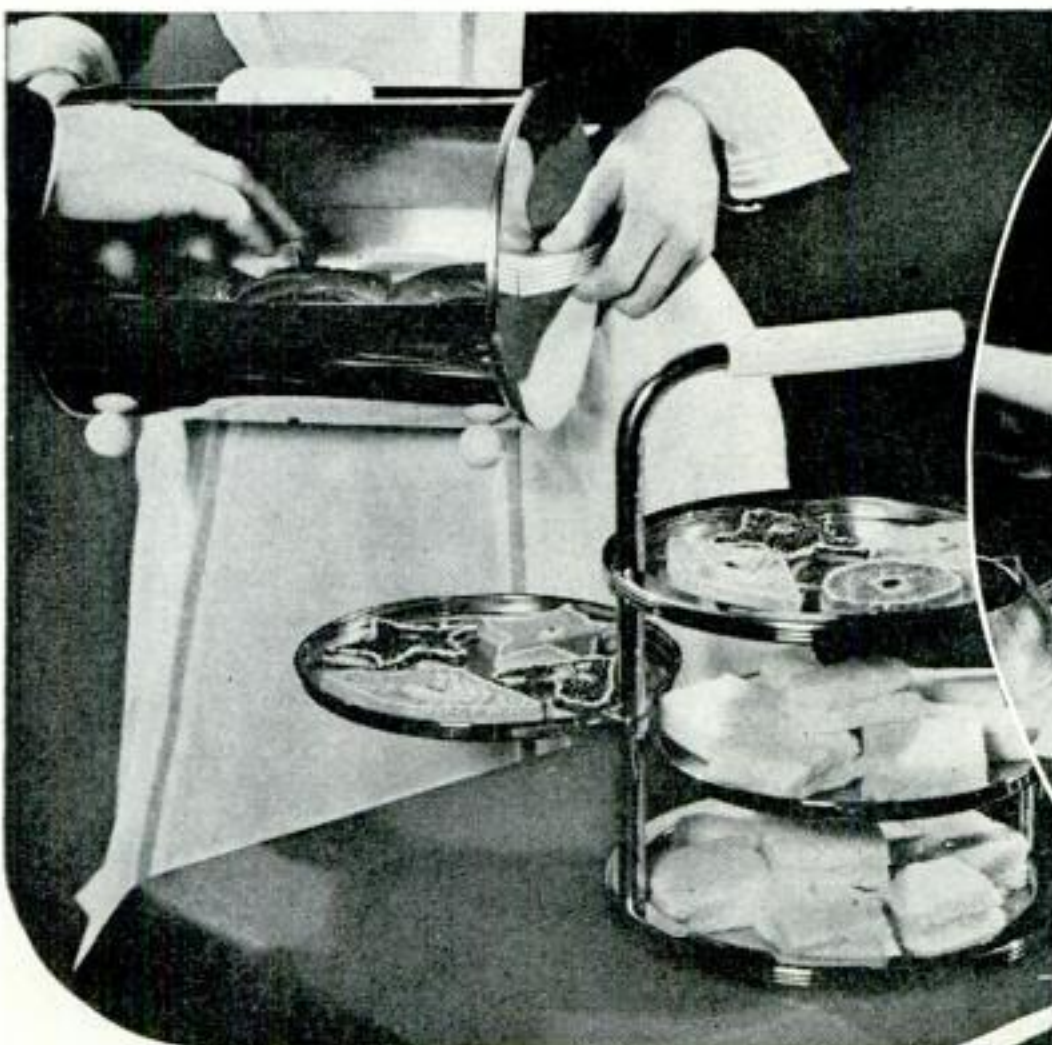


❧ ❧ Electric Table Chef will broil, fry, stew, or bake. Chromium finish, \$15.95.

(top circle) Doric Cocktail Set, \$12.50. Shaker, \$5.00. Ring Tray, \$3.00. Cups 75c each. Chromium finish. Cup bases and shaker knob in blue or white plastic.



❧ ❧ Chase Table Electrics will keep food piping hot for hours. Crispy hot rolls are in the electric Warming Oven, steaming green peas in the Table Chef, Lobster Newburg in the Snack Server. Everything is hot even though people be late.



❧ ❧ Electric Warming Oven keeps food hot and crispy. Chromium finish with white legs and handles, \$14.95 . . . Four-in-Hand Tray combines four trays in one. Chromium finish with white handle, \$7.50.

❧ ❧ Coronet Electric Urn; as percolator makes 18 cups, as urn 25 cups, \$19.95. With tray, cream pitcher and sugar bowl all in polished chromium finish, \$28.95.

❧ ❧ Butter Dish with separate compartment for cracked ice. Chromium finish with white knob, \$4.00. Jubilee Syrup Jug of ribbed glass with handle, cover and tray in polished chromium finish, \$2.50 . . . Piccadilly Cigarette Box, holds two packs, finished in chromium with white knob, \$3.00. Fire Ball Lighter, chromium finish and colored enamels, \$1.50.



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Write for this folder showing Chase Table Electrics for smart new table cookery. Also gift folder, free.

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"I SHOULD SAY NOT! THAT'S WHY WE PUT AN ARVIN HEATER IN THE CAR"

DEFROSTS THE WINDSHIELD



Cyclonic-Power Defroster System spreads a blast of warm air over windshield to keep it free of ice, snow, steam.

CIRCULATES MORE HEAT



New high-heat-wave radiator and powerful motor-fan unit circulates over 50% more heat throughout the car.

WARMS THE FEET



Foot-warmer outlets drive a portion of heat downward in opposite directions for extra comfort.

The new Triple-Duty Arvin is more than merely a car heater. It's a 3 way heat distributing system for defrosting, foot-warming and circulating more heat in your car. Special Duo-Flow model for Ford V-8, Tailor-Fit models for General Motors and Chrysler-built cars. Model shown, \$15.95, with two defroster and two foot-warmer outlets. Defroster fittings slightly extra.



Genuine Arvins for all cars as low **\$9.95** as

NOBLITT-SPARKS Industries, Inc., Columbus, Ind.
Makers of Arvin Phantom Filter Radios for Car & Home
Dole Thermostats Assure Maximum Heater Efficiency

Triple Duty ARVIN
CAR HEATING SYSTEM
with Cyclonic-Power Defroster

Dinghy Race (continued)



In the late afternoon, the Charles grew calmer and sailing less strenuous. These "dinks" are silhouetted against Boston's aristocratic Back Bay, across from M.I.T.



Protests over rule infractions were argued with model boats on this inlaid compass in the Pavilion. Here Brown and Pennsylvania dispute a point before the judges.



M.I.T.'s winning crews line up (above). Holding Boston Dinghy Cup is John Proctor Jr. On his left, laughing, is Runyon Colie whose expert sailing won the Cup.



THE OLD WAY You bought a file like your wife buys a hat . . . the clerk hunted through five or ten boxes, unwrapped yards of brown paper . . . and wondered whether you actually knew what you wanted . . . it took lots of time and patience . . .



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And for the glamour of "the first name in Scotch", the cost is
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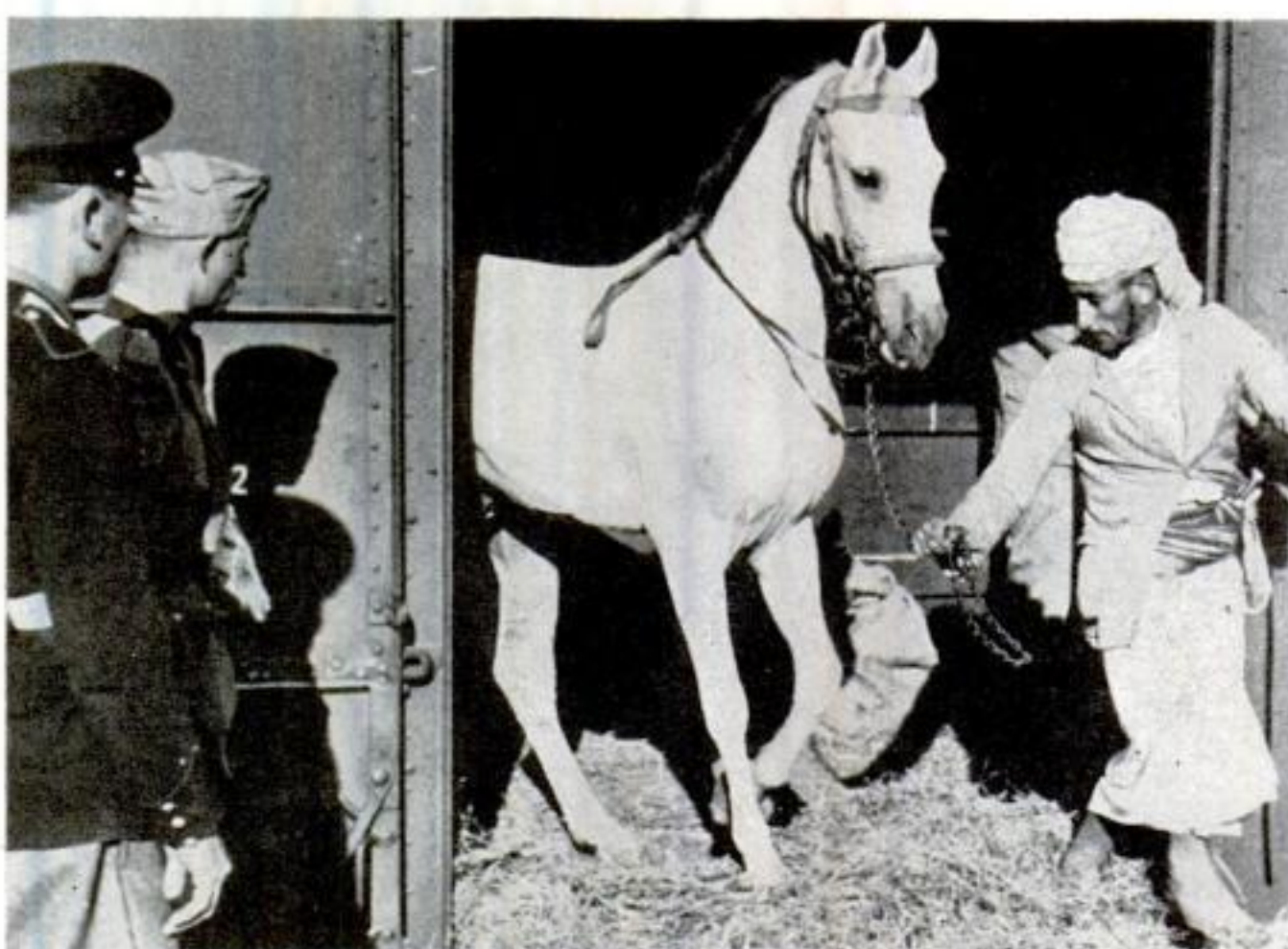
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AN ARAB SENDS MUSSOLINI A GIFT HORSE

The white horse (below) is a highly significant pawn in Benito Mussolini's long and complex plot to undermine Britain's control of its route to India. Commanding the southern entrance to the Red Sea, opposite Italian Eritrea, is the backward, isolated Arab State of Yemen and its crafty, absolute tyrant, the Imam Yahya ibn Hamid-ed-Din. Personally a well-informed, hard-working, crafty father to his people, the Imam has played Britain and Italy off against one another. During Sanctions in 1935, when Italian warships tried to overawe him, he invited British warships in to overawe the Italians. Lately he has turned toward Italy, signed a new friendship treaty with Italy and sent Mussolini this white horse.



Six Arab thoroughbreds were sent by the Imam of Yemen, two for King Victor, two for Crown Prince Humbert, one for Mussolini, one for his son-in-law, Count Ciano.



The Imam's gift horse was ostentatiously used by Mussolini at once on Oct. 18 at a review in Rome of the Italian Public Security police. The Arab was frisky.

THE FRITHSTOOL

This is the Saxon Bishop's chair of stone which centuries ago was a peace center extending the sanctity of its protection one mile in all directions; a refuge to which rushed criminals and offenders, political and social, of all ages, nationalities and creeds.



Today's Royalchrome

is unlike the Frithstool insofar as luxury, comfort and beauty are concerned, but it does offer refuge—not from the hangman's rope or beheading axe, but for those with weary limbs and aching backs. Bridge-like strength, dependable materials forecast years of service and enduring style. Its very beauty, graceful lines and colorful attractiveness make Royalchrome the center of admiration whether in Restaurant, Hotel, Theatre, or some charming home or club.

ROYAL METAL MANUFACTURING CO.

Michigan Boulevard
at 11th Place
CHICAGO

New York—Los Angeles—Toronto

ROYALCHROME furniture formerly limited to \$1,500,000 annually has the same quantity limit but measured by pieces instead. Necessarily today the dollar value is greater. Continuing "dollar measurement" would mean discharging men. It is Royal's aim to employ the same number steadily—and if possible happily. This we try to do by having Royal's President know each workman personally. If your dealer cannot supply ROYALCHROME, we suggest you buy from Royal's several worthy competitors.

Royal

"Metal Furniture Since '97"

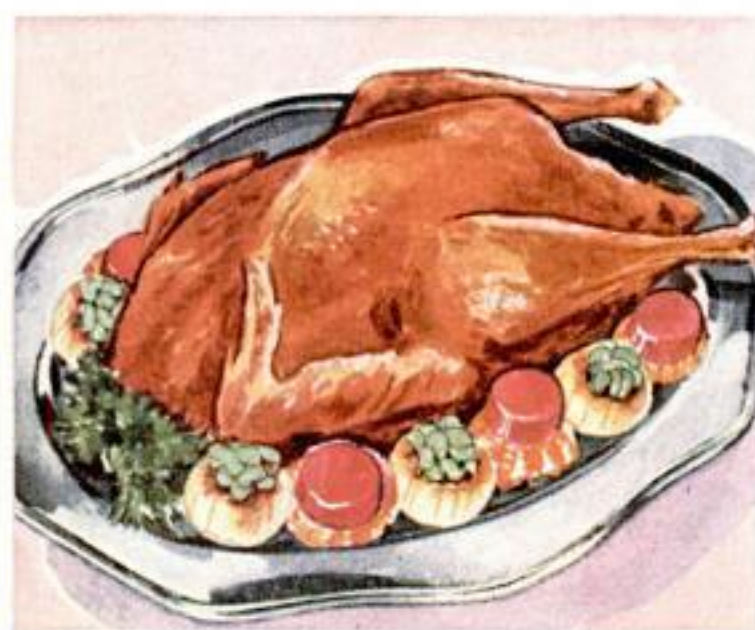


Celebrate Thanksgiving

with a feast you'll long remember



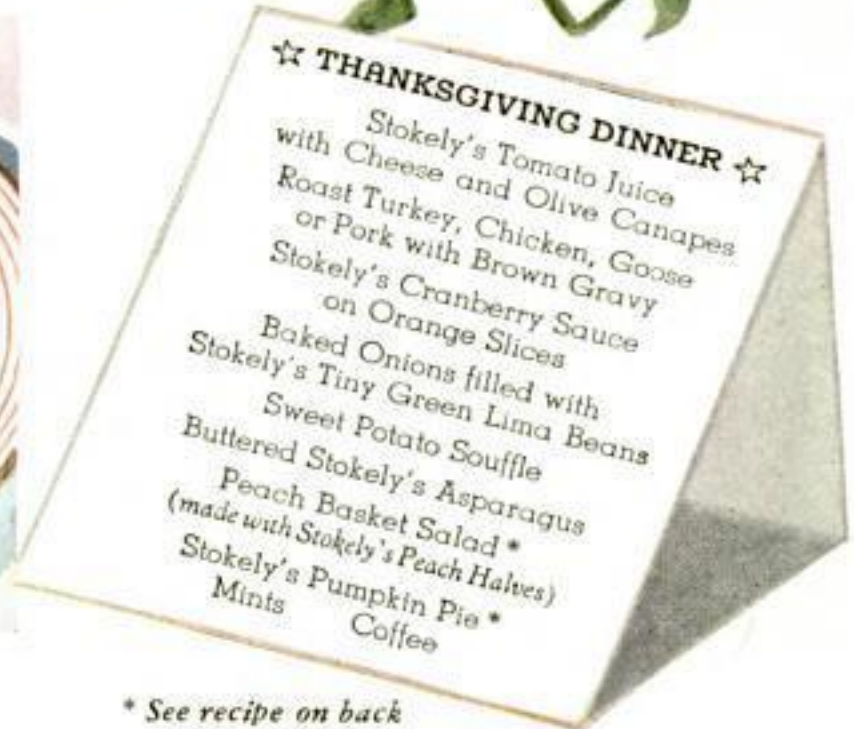
Grand start for any meal—a holiday or otherwise. A chilled glass of Stokely's Tomato Juice with cheese and olive canapes.



Surround your turkey with Stokely's Cranberry Sauce on orange slices and baked onions filled with Stokely's Tiny Green Lima Beans.



Don't leave the table till you've eaten a piece of delicious pumpkin pie* made with Stokely's Finest Pumpkin.



* See recipe on back of Stokely label



...add to the fun of holiday feasting by serving Stokely's Finest Foods

IF YOU WANT to add that "extra special" touch to this year's Thanksgiving dinner, follow this timely bit of advice. Serve Stokely's Finest Foods.

You're off to a grand start when you sip that finer, real tomato flavor in Stokely's Tomato Juice. When the juicy slices of turkey fall from the carver's knife, surround them with Stokely's deep red Cranberry Sauce...

then a generous helping of Stokely's Tiny Green Lima Beans.

Now...true to tradition...comes the crowning achievement. Slices of spicy pumpkin pie made with Stokely's Finest Pumpkin! Take a vote and you'll discover that Grandma, Aunt Susan, or any of the family's famous cooks never turned out pie more delicious—or with so little work.

Serving Stokely's Finest Foods really means that you are serving America's prize vegetables and fruits. They're the very pick of the crop—far better and tastier than you could buy or grow yourself.

This year have more fun and less fuss preparing holiday meals. Add Stokely's Finest Foods to your shopping list. If your grocer doesn't have Stokely's, he can get them for you.

STOKELY'S *Finest* FOODS

Canned Vegetables • Canned Fruits • Baby Foods • Catsup • Chili Sauce • Tomato Juice • Grapefruit Juice

New KELVINATOR STORE FIXTURES

*Save Money for your Market...
make your Food Dollar go Further*



GUARANTEED VISIBILITY

Kelvaseal display construction, available only in Kelvinator display cases, is guaranteed to prevent condensation and fogging between the plates of glass.

REFRIGERATION "ENGINEERED-IN" AT THE FACTORY—CUTS COOLING COSTS, AND INSURES BETTER, SAFER FOOD PRESERVATION!

Perishable foods keep better in these new Kelvinator commercial refrigerators and display cases. That's important to the family health and the family pocketbook. And it's important to the store that sells your food, in many ways.

With their refrigeration "engineered-in" at the factory, these Kelvinator fixtures introduce new operating efficiency and effect important savings in electricity costs. They provide new accuracy in temperature and humidity control—a big factor in reducing spoilage losses. They are economical to buy. And, what is even more important, the *complete* fixtures are purchased from a single source, with undivided responsibility for performance, economy and service.

Kelvinator distributors are making deliveries now. See these new fixtures in your city—note their distinctive new designs, their modern rounded contours and new "efficiency" interiors, and their many other outstanding utility, convenience, and sanitary features. Or mail the coupon for full information.



GET THE FACTS
BEFORE YOU BUY
MAIL THIS
COUPON
TODAY!

Kelvinator

REFRIGERATION

KELVINATOR DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT, MICHIGAN

Please send me complete information on
☐ Kelvinator Reach-In Refrigerators
☐ Kelvinator Refrigerated Display Cases

Name

Firm

Address

City and State

L-11-22

MOVIES

THEY WENT TO SAMOA FOR "THE HURRICANE"



To get background shots for *The Hurricane* (see p. 44), Samuel Goldwyn sent a crew of 18 men to Samoa. Under a grass roof, the "casting office" hired natives for \$1.04 a day plus beads and trinkets. The expedition cost Mr. Goldwyn \$100,000.



They lived in barracks of the U. S. Navy, whimsically renamed "Hotel Hurricane." Although 2,000 miles away from the supposed scene of *The Hurricane*, Samoa was chosen for the "location" because it is under U. S. rule and has obliging natives.



They couldn't resist taking pictures like this although well aware that the Hays Office would never permit them in the finished movie. The Goldwyn location company took 140,000 feet of scenic shots in Samoa, enough to make 14 movies.

Have you the eyes of a GREAT ENTERTAINER?

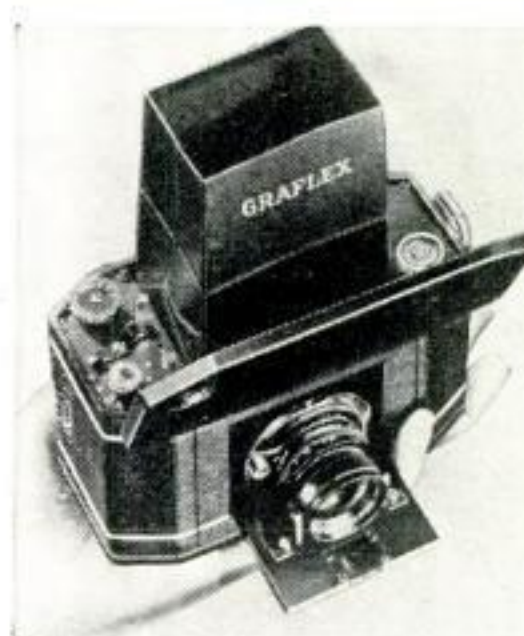
The Face of JAMES BARTON
... the great entertainer who heads the cast of the theatrical success, "Tobacco Road".



As a great entertainer you'll score a *hit*, if next time you entertain, you give your guests the "double-rich" Kentucky straight Bourbon!



90 PROOF—COPR. 1937. SCHENLEY DISTRIBUTORS, INC., N. Y. C.



For Happy Holidays Get Your Christmas GRAFLEX...NOW!

Give yourself now the finest Christmas gift you can possibly get—a new Graflex—and have it in time for perfect "shots" of the family this Thanksgiving. An American-made, Prize-Winning Graflex is a sure way to make the Holidays, happy days—all through the year.

National GRAFLEX

Although just a handful in size, the National Graflex has many "big camera" features. With Graflex full vision focusing, focal plane shutter with speeds up to 1/500 second and "time" and B & L f.3.5 lens it is the world's finest miniature reflex camera. And it gives you ten 2 1/4 x 2 1/2 pictures from each 8-exposure film!

ENLARG-OR-PRINTER

As an enlarger, contact printer and retouching desk all in one, the Enlarg-or-Printer is almost a complete darkroom in itself. It is light, compact and portable. Perfect for enlarging your holiday negatives.

Ask your dealer to show you his full line of Graflex Products—every one an ideal Christmas gift

FREE!

Send today for free Graflex Catalog and free Annual Graflex Gift Guide. Paste coupon at the right on penny post card, if you wish. Folmer Graflex Corporation, Dept. L-26, Rochester, N.Y., U.S.A.



FOLMER GRAFLEX CORPORATION
DEPT. L-26, ROCHESTER, N.Y., U.S.A.
Please send me your free Graflex Catalog and free Annual Graflex Gift Guide.

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CITY _____ STATE _____

GRAFLEX Prize-Winning CAMERAS

DON'T SET

TWENTY years ago the United States government took over the American railroads as a war measure.

It gave those roads back to their owners in 1920 — on the eve of a depression.

And it gave them back with operating costs thrown all out of balance with income — under a law which put rigid limits on earnings but made no provision for future losses.

THEN started an uphill job. Stretching ahead of railroad men and management were such tough problems as these:

They had to find ways to meet greatly increased operating costs with lagging revenues.

They had to repair and replace war-worn equipment.

They had to face new forms of competition.

They had to serve a nation increasing in population — extending its industrial frontiers — demanding better transportation than ever before.

And they had to operate under rules, regulations and restrictions more complex and bewildering than those imposed on any other business in America.

IT was a job to test courage and challenge enterprise — but the railroads started the long slow climb.

Let us look now at the progress they have made:

Great new locomotives have been developed — twice as able as the engines of 17 years ago. Freight moves today 50% faster than in 1922. Curves have been straightened — stronger bridges built — thousands of



miles of heavier rails laid to make safe speed possible.

Safety has steadily advanced — for passengers and railroad employees — and the magnificent safety record of the railroads has won universal recognition.

Everyone is familiar with the streamlined trains, air conditioning, and all the other improvements pioneered for passenger comfort.

And the American railroads pay a tax bill of close to a million dollars a day.

When you sum up the record of American railroad progress in the face of all obstacles, it packs into this:

They deliver the finest railroad service in the world — so fine that delegations from foreign countries regularly visit America to study their methods.

THE BRAKES!

They haul freight at the lowest railroad rates in the world—moving a ton a mile for an average revenue of less than one cent. Today's average freight revenue is 23½% lower than the peak of 1921, shortly after government operation ended.

And with all this, they pay the highest railroad wages in the world.

MEANWHILE the mountain of regulation has piled steadily higher—under state law as well as federal.

An immediate threat is the TRAIN-LIMIT-BILL in Congress—a bill to put an arbitrary limit on the length of freight trains and so to force the railroads to run more trains than are needed to handle the nation's business. This "make-work" bill is proposed under the pretext of safety.

In face of the fact that the American railroads have reduced accidents to employees by three-fourths in the

past fifteen years, the same years in which the railroads developed longer and faster trains for better service—

In face of the fact that the more trains you run the greater the chances of accident, especially at grade crossings—

In face of the fact that this one law would add more per year to the cost of railroad operation than the total cost of all air conditioning to date

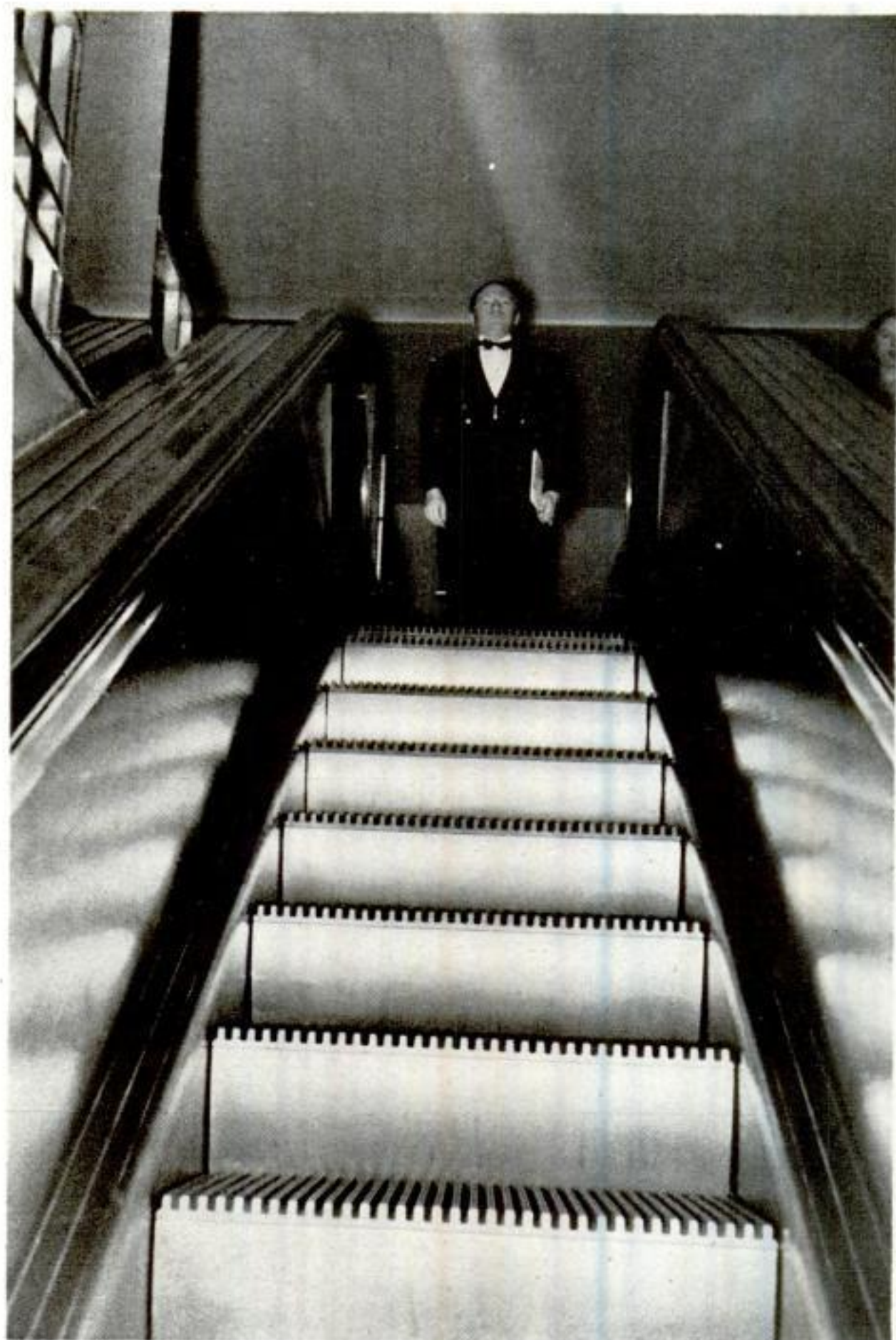
—this bill has already passed the Senate.

The harm of this legislation is measured in more than money-cost, great as that will be. It wipes out the major benefits of the fine new equipment, tracks and terminals the railroads have developed for handling freight today—but more important still it stymies progress, and hamstring future initiative, enterprise and invention.

Do you want the advancement of the nation's basic transportation system brought to a standstill? If not—it's up to you!

Don't set the brakes on railroad progress!

ASSOCIATION OF
AMERICAN RAILROADS
WASHINGTON, D. C.



Up this escalator you are carried to the Casino and the evening's fun. The flunky at the top directs you to the coatroom and the dining room.

Life Goes to a Party

With New York's After-Dark Set at International Casino

Since Commissioner of Licenses Paul Moss closed every burlesque house in New York May 1, the next best place to see a lot of good-looking girls in action has been the Broadway night clubs. Newest and most fabulous of these is the International Casino which opened Sept. 17. Since then some 2,400 customers per night have trooped into the International Casino to eat at least \$2.50 worth of fairly good food each and witness a two-hour stage show which goes on at 7:45 p.m. and again at 11:45 p.m.

The stage show is almost entirely eye-appeal. There are no stars and there is very little dialog. Songs and music are infrequent and inferior. Most people go to the International Casino to see a hundred-odd youngish girls in various stages of undress. There are no strip-tease acts and there is actually one fashion parade in which everyone is completely clad. The only time a thoroughly naked-looking girl appears, the lights are so dim and the shadows so deep that no one can be quite sure whether she is wearing some trifle or not.

There are female trapeze artists and cancan dancers and an excellent juggler and two comedy teams who manage to achieve a maximum effect with a minimum of props. There are scenes in which stairways drop on the stage from the ceiling and girls are practically catapulted into your soup. There is a pageant entitled "Sun's Glory" whose cast includes Mars, Minerva, Mercury, Venus and Apollo. But the prevailing impression is one of bosoms and buttocks and the rattle of a thousand appreciative mechanical clappers.

"A NIGHT AT THE CIRCUS" IS THE NAME OF THIS ACT. THE CHORINES ARE SPINNING PLATES FASTENED ONTO STICKS





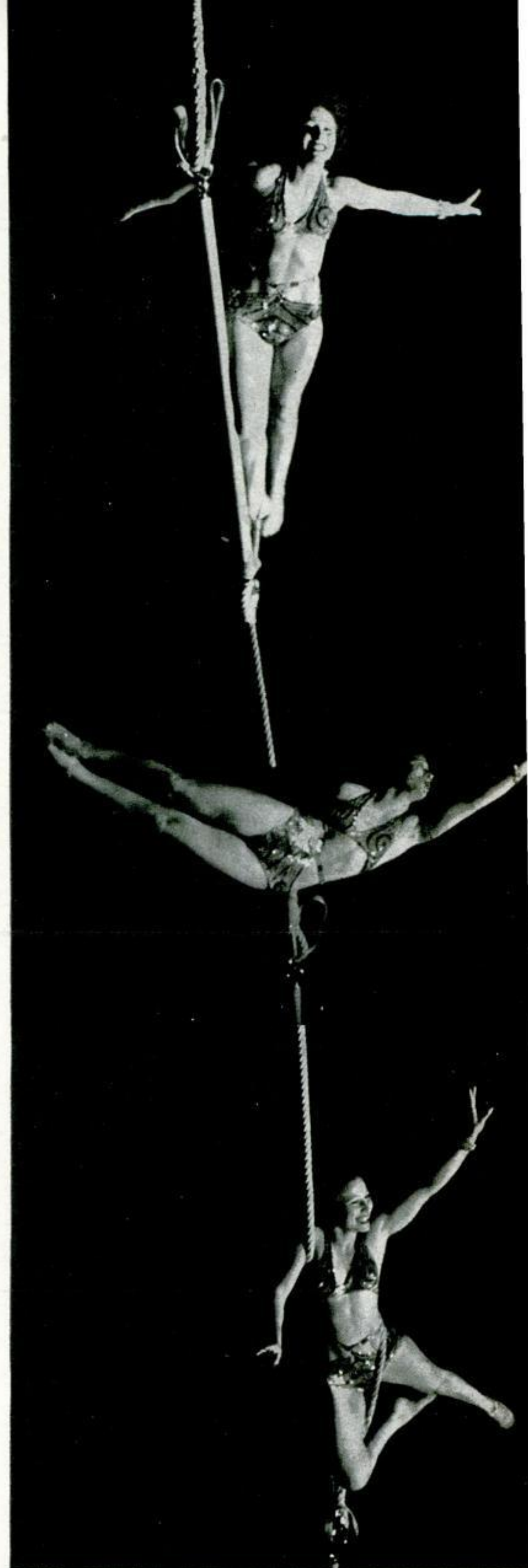
THE SHOW STARTS WITH THINGS LIKE THIS DROPPING FROM THE CASINO CEILING



bare girl rides bareback on the stage of the Casino. She also does acrobatics on her stuffed horse which revolves continually.



Cancan dancing, imported from Paris, is principally an underwear display. At right a rope champion performs above audience.



CONTINUED ON NEXT PAGE

For Your Wife



NEW ASAMA KIMONO

(Jinken Silk Crepe)

Special Introductory Price!

These lovely new Jinken Silk Crepe Kimonos are the most attractive of garments for lounging, sleeping, etc.—make ideal gifts.

Come in Royal Blue with trim in Chinese Gold, Red with White trim, Black with Gold. All hand embroidered in silk floral designs to match trim. Belt to match. State size: Large, Medium, Small.

SEND NO MONEY

Shipped C.O.D. or send check, stamps or money order on my money-back guarantee.

DOROTHY BOYD ART STUDIO
136 Davis Street San Francisco
Write for catalog of wonderful kimonos and other Oriental Articles from \$2 to \$50

\$2.95
Post Paid
(Sells regularly for \$5)

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YOU NO DOUBT KNOW

That Christmas Holly

has been a Christmas happiness factor for more than a thousand years. Holly seems to actually carry the Christmas spirit and good will into the home. And we might ask, "Who ever saw the spirit of Christmas lacking where red berried, crinkly leaved holly dressed the table or mantle, and, of course, the plum pudding?"

Why not send your dear ones and friends a box of our fresh English Holly from

HOLLY HEDGE The Christmas Hedge of Happiness

It is as though you yourself picked each crisp sprig and blessed it with your Christmas wish.

ORDER NOW

\$2.00 "Jolly Idea" box (18"x8"x4")

\$5.00 Family box (20"x20"x6")

Postpaid to any point in the U. S.

Be sure to specify which size box you want sent to each friend. Orders received early will be harvested and shipped to arrive just before Christmas unless specified otherwise. Our holly is packed in damp moss and cellophane to insure its fresh arrival.

HOLLY HEDGE
Route 5, Box 663
TACOMA, WASH.

Arthur Thompson



**GUARANTEED TO ARRIVE AS
FRESH AS THOUGH YOU PICKED
IT FROM YOUR OWN HEDGE.**

Life's Party (continued)



Slow motion artists are the Caligary Brothers who do first-rate pantomime parodies of juggling, singing, and Russian dancing. Twice nightly they tear a straw hat to bits, put salt on the pieces and pretend to devour them with great relish.



On their bare bodies Myrtill and Pacaud wear sprayed glass, particles of which keep falling off as they go through their dance routine. This French team, formerly in Paris opera, perform more impersonally than many a well-clothed couple.



A Mickey Mouse act, performed by Stadler and Rose with Walt Disney's special permission, is a part of the show's "Night At the Circus" which also includes sea lions, black panthers, tigresses and monkeys—all of which turn out to be girls.

CONTINUED ON PAGE 122



**GLOWING NUMBERS EASILY READ
IN DARK OF NIGHT!**

Indicates how warmly to dress, how warm to keep your home. A practical aid to comfort, health. Big 4-inch radium dial. Large numbers tell temperature quickly through your window day or night. Durable construction. Weather-proof. G-S Flexo Crystal... cannot break. Accuracy guaranteed. Ideal Xmas gift. Price \$2.00 (\$1.50 without radium).

\$2.00

G-S TEL-TRU

\$1.00 TEL-TRU THERMOMETERS

12 beautiful designs and colors... for desk, wall, outdoor, oven, refrigerator and auto. (TEL-TRU Juniors at 49c.) Send for circular.

TEL-TRU THERMOMETERS SOLD AT
better drug, hardware, optical and department stores. Or order direct post-paid, giving dealer's name. Money refunded if not fully satisfied.

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Protect Your Watch with a G-S FLEXO Crystal. Cannot break. Fitted while you wait! Ask your jeweler.

SHAPES FOR ALL WATCHES

WHAT'S LIFE WITHOUT A KNIFE

Own This New Kind of Pocket Knife By Autopoint

The handiest knife ever made! Four blades in one. Slides open with flip of thumb and locks itself in any of four cutting positions. One-hand operation. No broken nails. Sabre-type blade, by Gits, is high carbon razor steel. Handle of iridescent Pyralin. Will last a lifetime. Manicure file instead of blade if desired. Guaranteed by makers of famous AUTOPOINT mechanical pencils. At dealers or send dollar to:

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COMPANY**
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1801 Foster Ave.
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\$1.00
Other Styles
50c to \$1.50

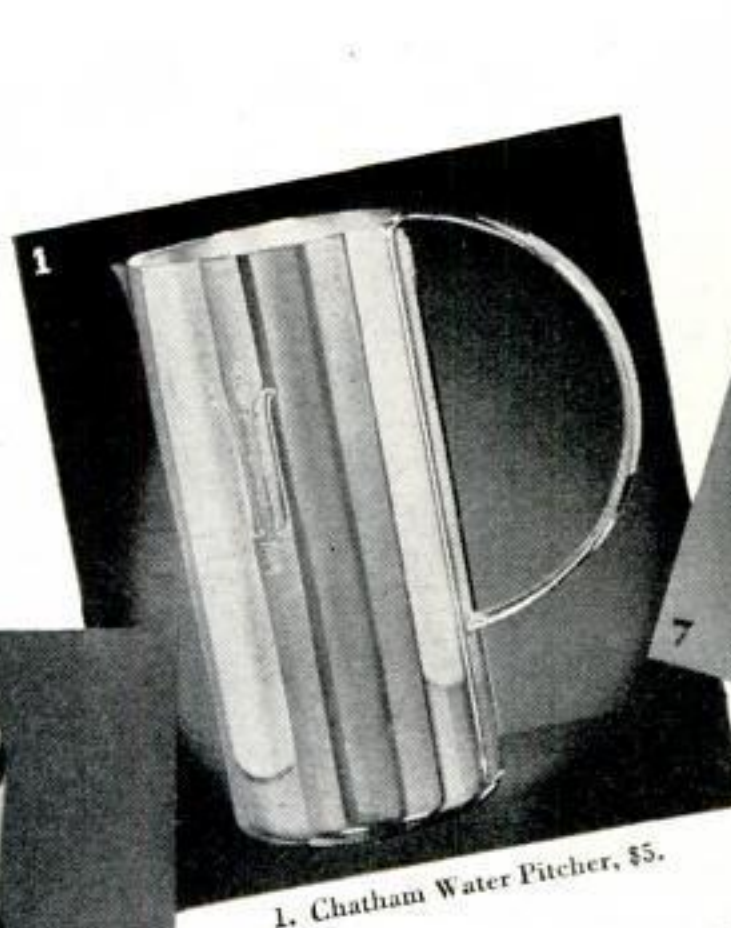
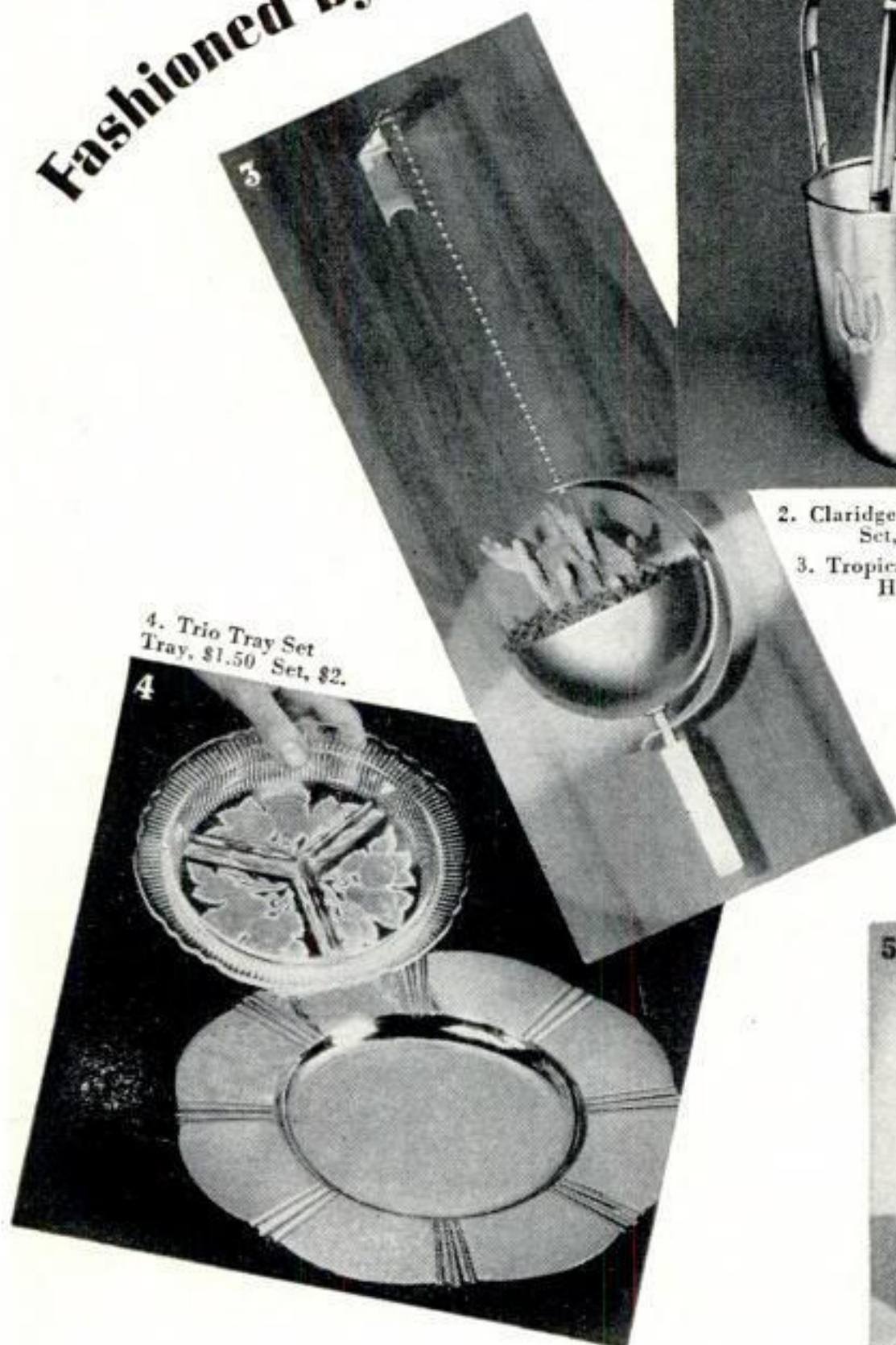
Autopoint



EXCITING

Christmas Gifts

Fashioned by Revere from Enduring Metals



1. Chatham Water Pitcher, \$5.

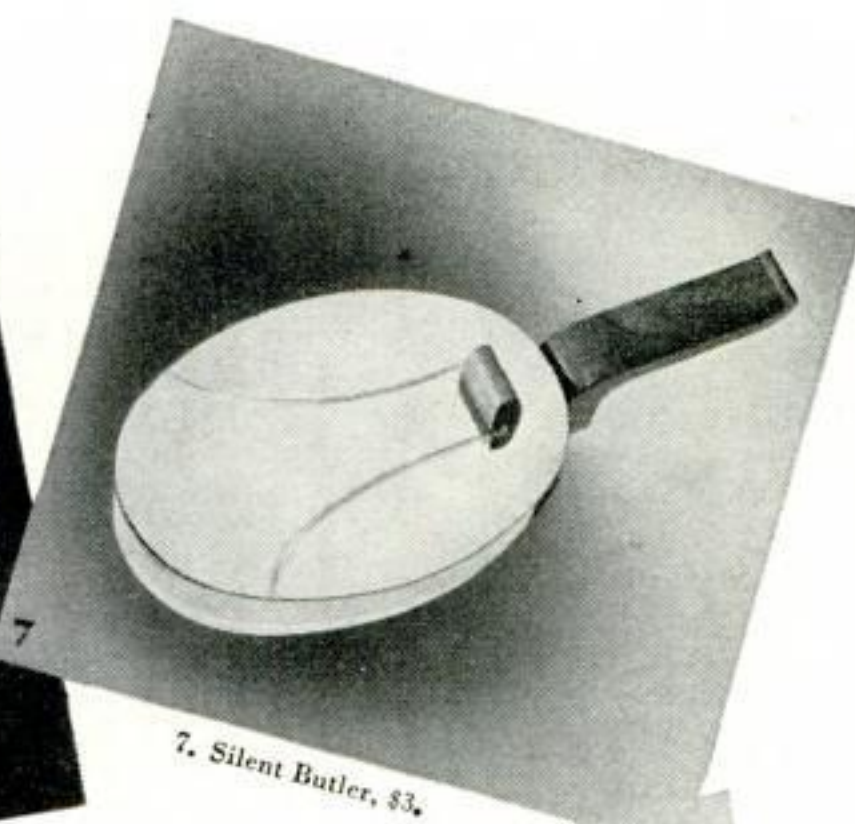


2. Claridge Ice Bucket Set, \$5.

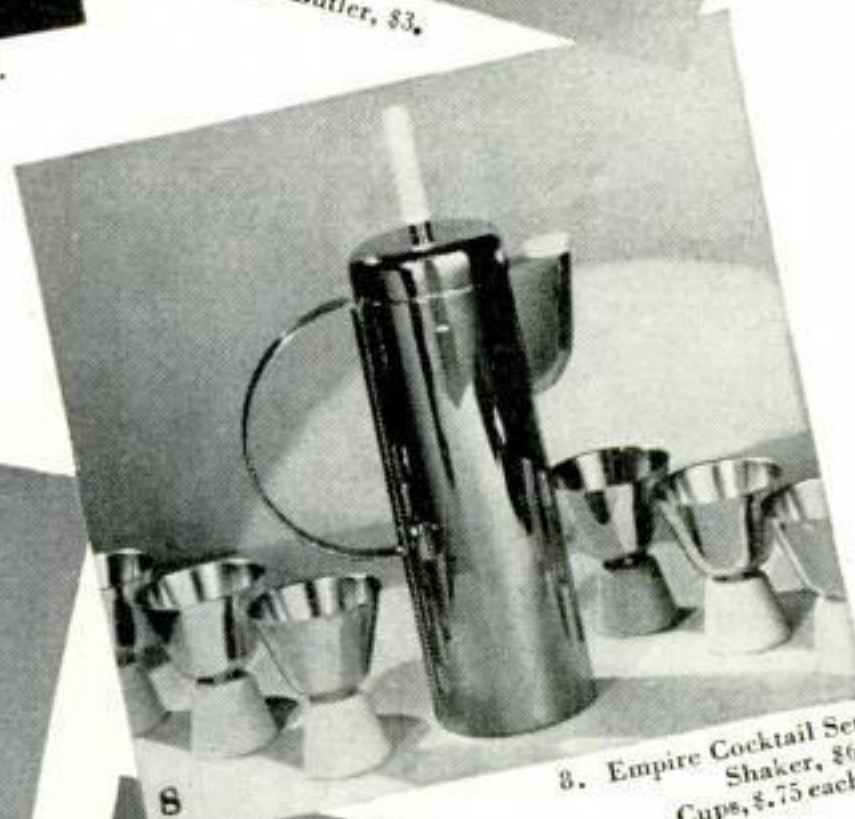
3. Tropical Flower Holder, \$4.



6. Cheese Server, \$1.50.



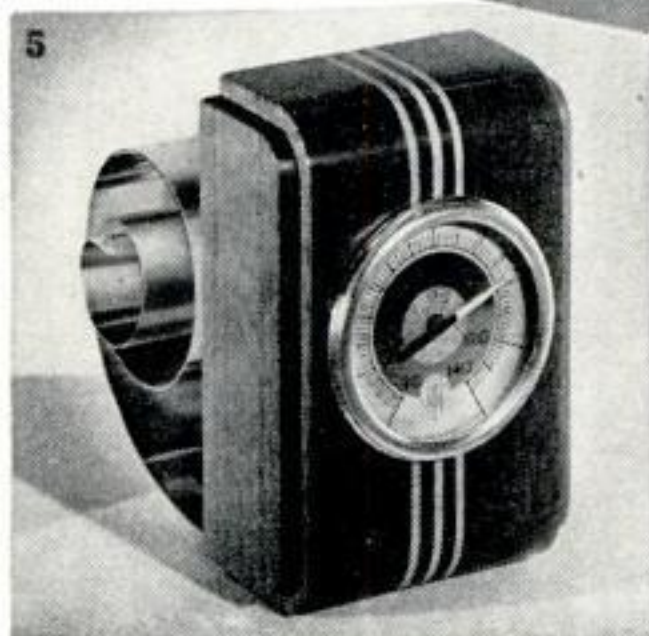
7. Silent Butler, \$3.



8. Empire Cocktail Set Shaker, \$6. Cups, \$.75 each.



9. Sugar and Creamer Set, \$4.



5. Thermometer Book Scroll, \$5



10. Thermo-Metal Ash Tray, \$2.

1. Chatham Water Pitcher—Tall, graceful, easy to pour. Holds 2 quarts. Polished chromium finish. 9" high. No. 142, \$5.

2. Claridge Ice Bucket—Also used for cooling bottles. Solid brass, with chromium finish. Handle and tongs solid bronze. Depression in handle holds tongs. Bucket 12" high; 5 $\frac{3}{4}$ " in diameter. Tongs, 8-3/16" long. No. 725, Set \$5.

3. Tropical Flower Holder—Complete with bracket and adjustable chain. Sparkling chromium and warm ivory Catalin. Bowl 6 $\frac{1}{8}$ " in diameter. No. F-30, \$4.

4. Trio Tray Set—Heavy chromium-plated 10-inch tray with beautifully decorated 3-compartment glass dish, 7 $\frac{3}{8}$ " in diameter. Has many uses, together or separately. No. 7502, tray, \$1.50. No. 7503, set, \$2.

5. Thermometer Book Scroll—Latest addition to the Revere Book Scroll group. Double-duty gift. Chromium-plated scroll expands to hold several books. Highly accurate Weston thermometer is set in block of solid walnut inlaid with cherry. Instrument dial finished in simulated gold. 5" high. No. 274, \$5.

6. Cheese Server—Cheese board in maple, with the edge in simulated walnut. Solid brass dome finished in lustrous chromium with solid walnut knob. Board 6 $\frac{1}{2}$ ", dome 6" in diameter. No. 210, \$1.50.

7. Silent Butler—The smart way out for ashes, cigarette ends and crumbs. Sparkling chromium finish with beautifully grained walnut handle and knob. 10 $\frac{3}{8}$ " long. No. 140, \$3.

8. Empire Cocktail Set—Simple, modern design in bright chromium finish with white Catalin. Unbreakable cups have white Catalin bases. Shaker holds 1 quart; cups 3 ounces. No. 7030, shaker only, \$6. No. 7031, cups, \$.75 each.

9. Sugar and Creamer Set—Bright chromium outside, satin finish inside, with ivory Catalin handles. Sugar and creamer 3", tray 8 $\frac{1}{8}$ " in diameter. No. 799, set, \$4.

10. Thermo-Metal Ash Tray—No more burned table tops. Heat of cigarette causes spring to dump butt safely into tray. Solid brass, chromium finish. 6" diameter, 1 $\frac{1}{8}$ " high. No. 112, \$2.

★
Revere Giftware includes scores of handsome, useful items. All made of rust-proof copper, brass or bronze; in natural or chromium finish. Designed by famous artists...executed with traditional Revere craftsmanship. Sold by leading department and gift stores.

Revere

Copper, Brass and Bronze Giftware

Revere Copper and Brass Incorporated
Rome Manufacturing Company Division
Rome, New York Dept. L3

Please send complete catalog of Revere Gifts and Home Decorations:

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Street.....

City.....

FAMOUS PARKER GAMES



PARKER GAMES
at all dealers
OR BY MAIL

PARKER BROTHERS INC.
SALEM, MASS. • NEW YORK • LONDON

Life's Party (continued)



A parody animal act is skilfully presented by the Gaudsmith Brothers and two long-suffering poodles. After incredible maneuvers one brother, standing on the other's shoulders, gets one poodle aloft, cries, "We got the wrong dog up here."



This trapeze quartet is lowered from a hole in the ceiling in a stunt involving engineering skill as well as shapely legs. The Casino's mechanical equipment took up so much room that the house next door was bought for extra dressing rooms.



Casino customers put on something of a show themselves when during intermissions they mount the stage above the dining tables to dance to familiar old tunes like *Who?* as well as new ones. Three orchestras in turn play from 7 p.m. to 3 a.m.

The Only
cough drop
medicated
with throat-soothing
ingredients of Vicks
VapoRub...



If you think dingy-looking teeth are inherited...

try this
NEW
Salt
Discovery



See how much brighter your teeth become... Gums made firm and healthy... Mouth delightfully refreshed... with Worcester Salt Tooth Paste. U. S. Pat. 1968858. Write for free sample. Worcester Salt Co., Dept. 112, 40 Worth St., New York City.

Worcester Salt Toothpaste

HANDEE
Tool of 1001 Uses

A NIFTY GIFT
For Boys from 7 to 70
A whole shop full of tools in one. Grinds, polishes, routs, drills, cuts, carves, sands, saws, sharpens, engraves. Uses 200 accessories. Plugs in any socket AC or DC 110V, 13,000 r.p.m.



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Faster
Better Jobs

GET A DEMONSTRATION

at your dealers or
order on 10-Day
Money-Back Trial.
\$10.75 and up post-
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New CRAFTSMAN Project Book
"Pleasure and Profit with a Handee." Easy working plans for making many interesting and unusual projects 25c. stamps or coin.

Chicago Wheel & Mfg. Co., 1104 W. Monroe, Chicago

LOVELY HANDS
Amazing mild medication helps soothe and whiten hands. Superior to lotions, creams!
CUTICURA
SOAP AND OINTMENT

Two opportunities meet for Christmas...

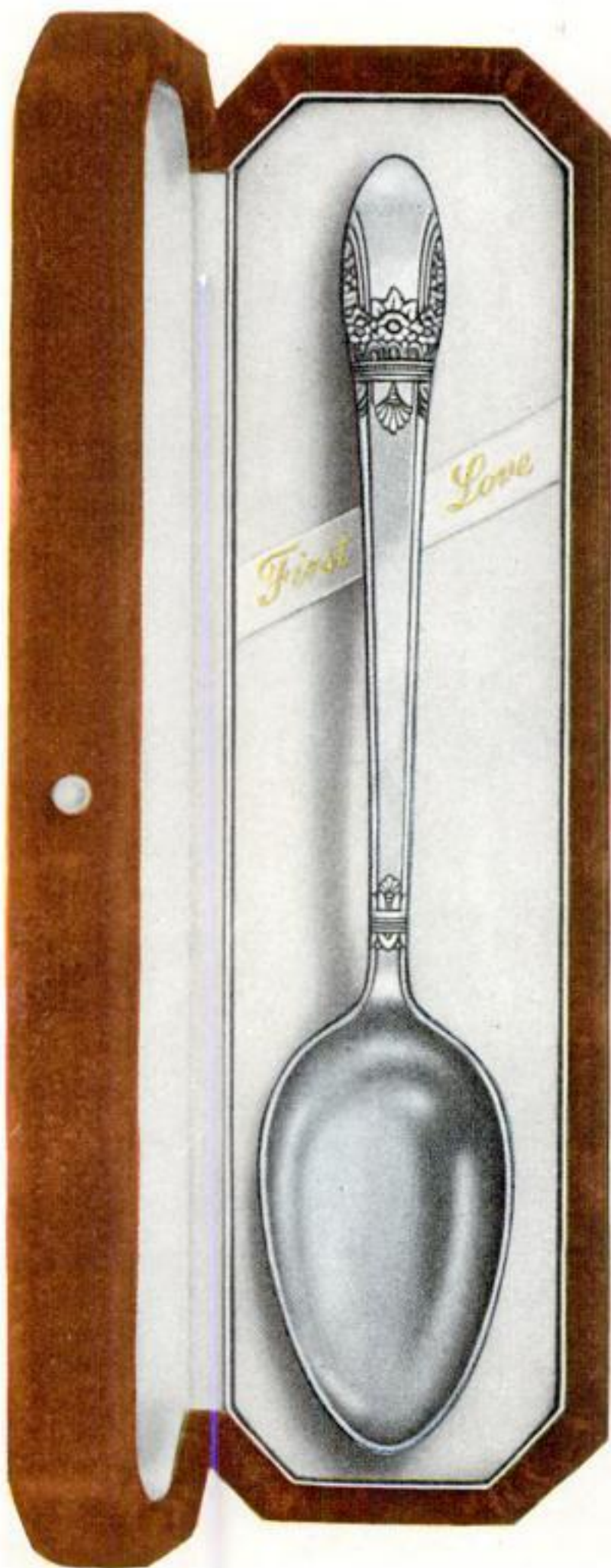
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Something never possible before—In "First Love," 1847 Rogers Bros. has created a pattern with a deep richness of detail and height of motif possible heretofore only in "special-order" plate or expensive sterling.

2

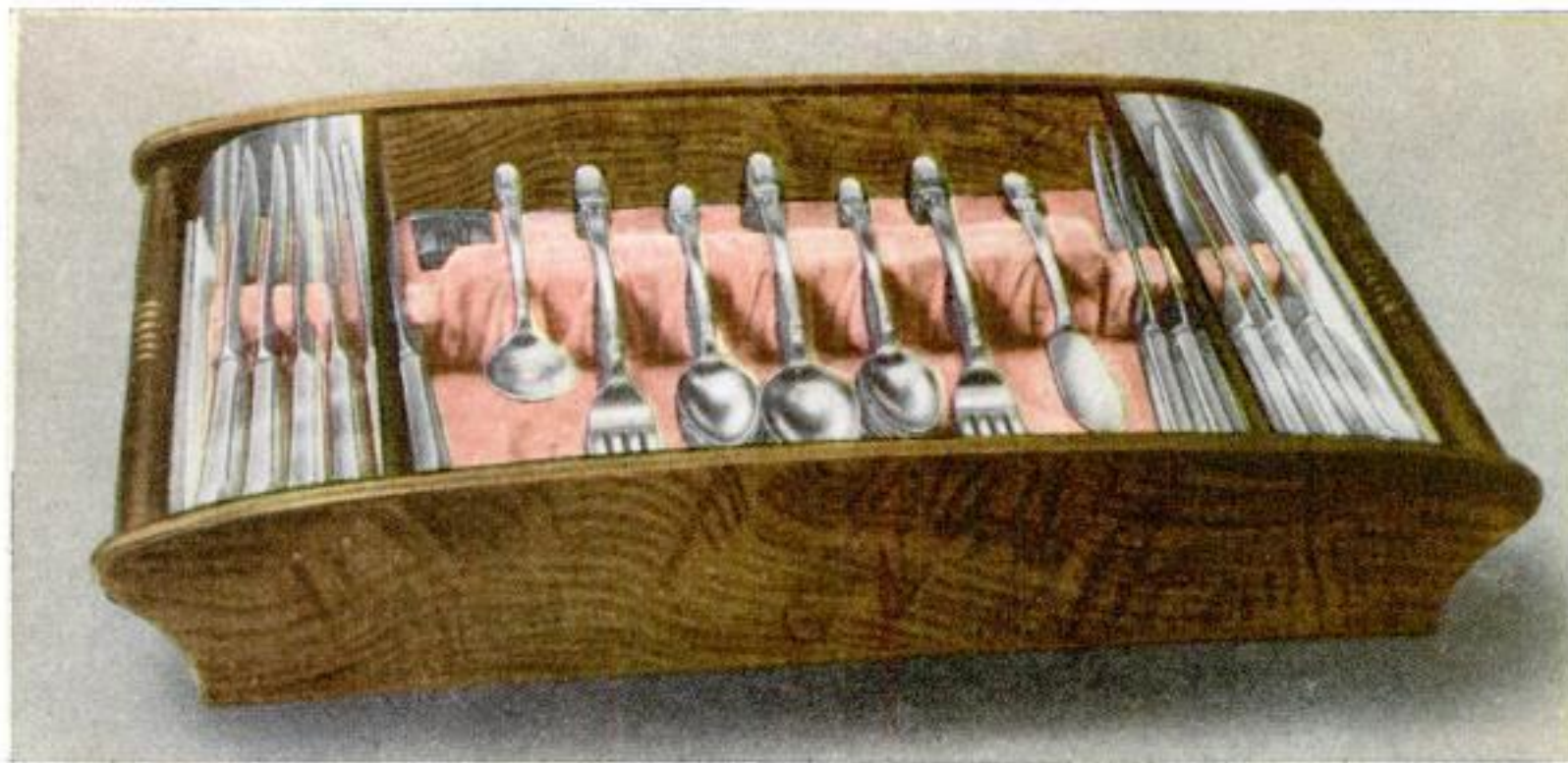
Something that may never be possible again—To celebrate its 90th Jubilee, the house of 1847 Rogers Bros. offers you important savings on 90 and 60-piece sets of 1847 Rogers Bros. silverplate. *This offer expires at midnight, December 24th.*

1847 ROGERS BROS.



Miss Rosalind Russell, charming M.G.M. screen star and one of Hollywood's smartest hostesses, suggests for Christmas a gift of 1847 Rogers Bros. silverplate in the new pattern which she named "First Love."

Tune In—"The 1847 Silver Theatre," featuring Hollywood stars. Columbia Network. Sundays at 5, E.S.T.



"First Love"—1847 Rogers Bros. newest pattern—is easily the pattern of the year. For such definition of detail, such lofty ornamentation have formerly been possible only in sterling.

Save—save as you may never be able to save again—on a set of illustrious 1847 Rogers Bros. silverplate. All patterns are included in 1847 Rogers Bros. 90th Year Jubilee reductions on 90 and 60-piece sets, savings running as high as \$20.50.

Smaller sets priced as low as \$32.50. All sets in handsome (free) prevent-tarnish chests. *Easy payments available at your dealer's.* Every piece of 1847 Rogers Bros. silverplate bears the year-mark 1847 and carries an unqualified guarantee.

INTERNATIONAL SILVER COMPANY, MERIDEN, CONN.

A REAL MAN'S BILLFOLD

FOR A REAL MAN'S CHRISTMAS

"FINEST LEATHER"

"PLAIN-TAILORED
NO GADGETS"

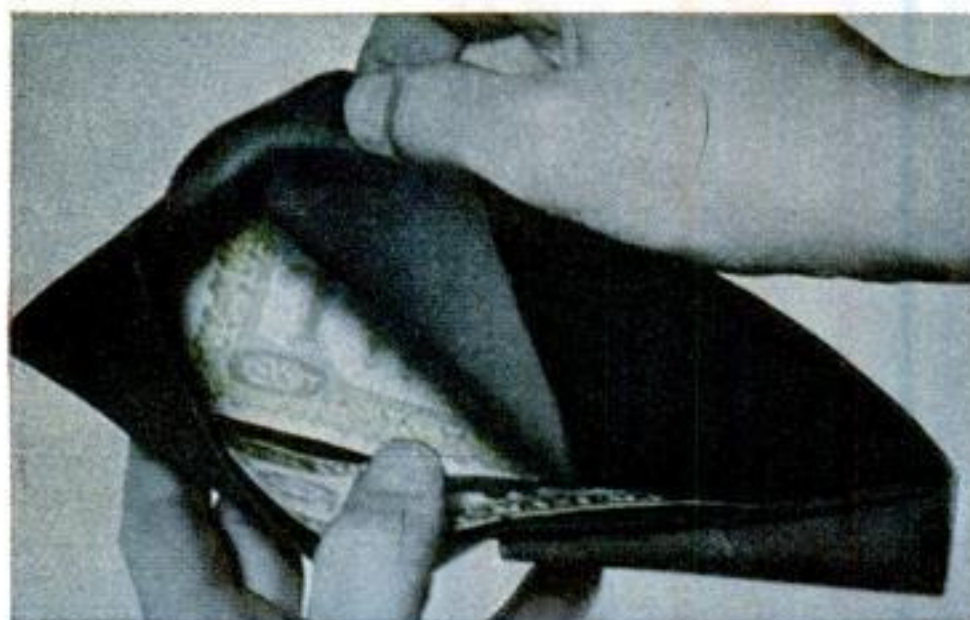
"HOLDS PLENTY
WITHOUT BULGING"

"PRACTICAL
PROTECTION FEATURES"

AMITY
Director

FULLY COVERED BY U.S. PATENTS

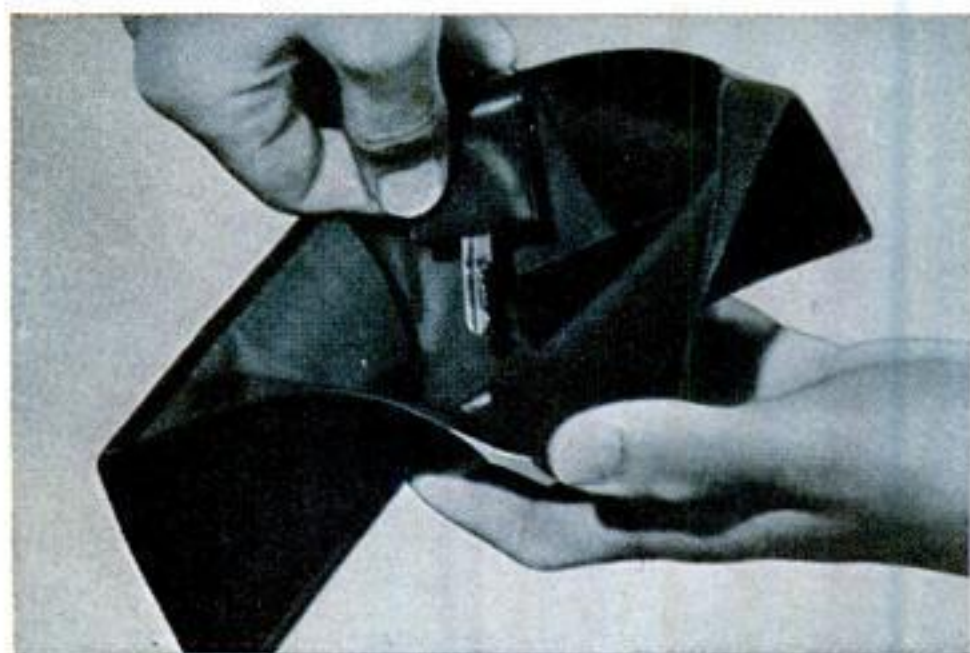
FEATURES THAT *Click* WITH MEN!



SECRET POCKET for large bills. Keeps your "big" money behind a leather flap and out of sight when you open your billfold in public places. A real protection feature.



SLIDING CARD POCKET—Brings cards, passes, etc. into instant view, without spilling or spoiling. Identifies various cards by different-colored transparent cases.



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Old Style—Bulky



New "Director"—Thin

EDGES TURNED AND STITCHED—for longer wear—and because all really fine, thin billfolds are made that way. Holds plenty but never bulges in the pocket, even when filled, because patented sliding stay prevents bulkiness.



See it today at your dealer's—also the complete Amity gift line...billfolds, matched sets, Key Kaddies, letter cases and ladies' fine leather handbags—all at popular prices. AMITY LEATHER PRODUCTS CO., WEST BEND, WIS., makers of **AMITY** and *Rolls* fine leather products.



PICTURES TO THE EDITORS

ACTOR HARRIS' ROLES

Sirs:

In recent years there has been a tendency in the American theatre to cast plays according to true life types. Because so many producers have adopted this method of casting, many actors have been limited and confined in their work.

The Yiddish Art Theatre, with which I at the age of 21 played the part of the nonagenarian sage of Crakow in Maurice Schwartz's production of *Yoshe Kalb*, is still one of the few remaining institutions where the art of make-up and character study is given full play. Though many Broadway producers have been reluctant to cast other than by type, our stock companies have afforded the actor a wider scope for self-expression. For example, this past summer among the many other parts I played at Stockbridge, were the divers characters of Dr. Hochberg in *Men In White*, the cockney Burgess in *Candida* and Mr. Jelliwell in *Springtime for Henry*.

Some weeks ago, curious to know the reaction of several of the New York producers who are still unacquainted with my work, I made up a folder of various characters I have portrayed, and directed it to their attention. Below are the pictures of myself as those characters.

ROBERT H. HARRIS

Brooklyn, N. Y.



ROBERT H. HARRIS WITHOUT MAKE-UP



THEY KNEW WHAT THEY WANTED



MEN IN WHITE



YOSHE KALB



BROTHERS ASHKENAZI



PIECE WORK



BITTER STREAM



IDOL OF GOLD



JOSEPHUS



ALL IN A LIFETIME



STORM OVER PATSY



TIMBER HOUSE



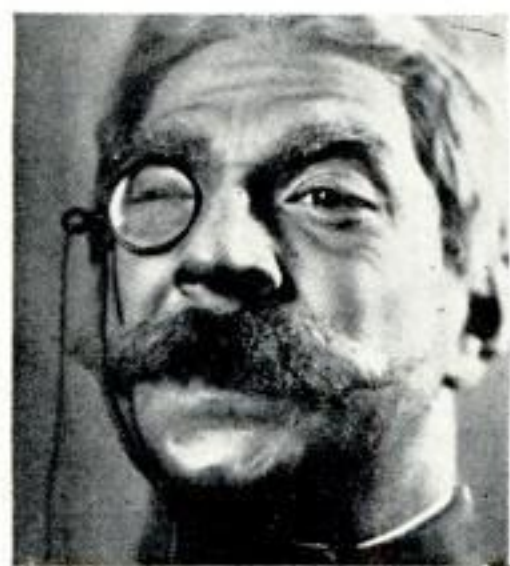
MANY MANSIONS



MARIETTE



TEXAS NIGHTINGALE



JAQUES BERGSON



SPRINGTIME FOR HENRY



*new
plumage*
for the

Chief

long the finest and
fastest daily train to

California

Alone in its field as the hours-fastest and only extra-fare daily train between Chicago and California, the Chief is to be dressed anew from end to end this winter. With delivery of car after car of their new light-weight equipment, sheathed in gleaming stainless steel, the six regular trains of the daily Chief are gradually acquiring the matchless beauty and comfort of the famous Super Chief.

THE SUPER CHIEF

This superb extra-fare train, Diesel drawn and streamlined in stainless steel, strictly first-class and but 39¼ hours between Chicago and Los Angeles, attained instant and continuing popularity among discriminating California travelers—for its roominess and beauty of appointment, its speed and smooth-riding comfort.

• Again this winter, four times each week, the Chief will carry a through *Phoenix Pullman* from Chicago, and there will be splendid service to and from San Bernardino for Palm Springs, via both the Super Chief and Chief.

CALIFORNIA LIMITED

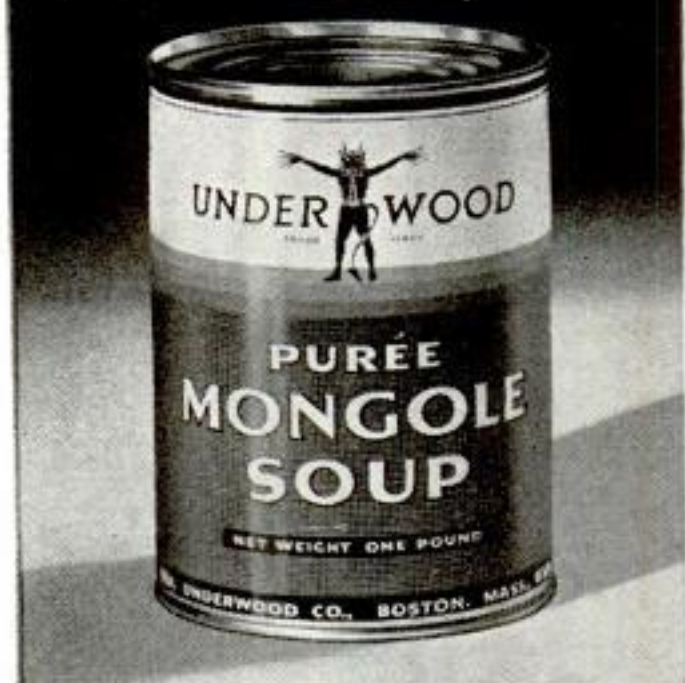
A perennial favorite for 40 years, the solid-Pullman California Limited, without extra fare, is another fine Santa Fe daily train between Chicago and California.

Our representatives will gladly handle the details of any California or Southwestern trip you may plan for this winter.

T. B. Gallaher, P. T. M.
Santa Fe System Lines
1127 Railway Exchange
Chicago



It's NEW!



• **UNDERWOOD** specializes in a few distinctive kinds of soups. Each is outstanding in its home-style flavor and goodness. Take for instance:

PURÉE MONGOLE

A rich purée of green split peas and tomatoes with julienned vegetables. (Don't dilute it if you like a thick soup at its best.)

BLACK BEAN SOUP

Rich, full-bodied, velvet smooth. Serve with slices of egg and lemon. . . . Some gourmets add a dash of sherry.

CONSOMMÉ MADRILENE

This sparkling clear tomato-consommé may be served either hot or cold. It's delicious either way.

NEW ENGLAND CHOWDERS

Underwood's three famous chowders — Fish, Clam and Quahaug — all follow old Yankee recipes and are made with fresh New England fish, clams and quahaugs (hard shell clams) as their chief ingredients. Potatoes, onions and all the fixin's are added, of course.

If your grocer hasn't the ones you want, let us send you any or all of these delicious soups



UNDERWOOD SOUPS

WM. UNDERWOOD COMPANY
Watertown, Mass. — Dept. L-1122

Please send me items marked below
for which I enclose amount indicated:

BLACK BEAN SOUP	16-oz. can	17c	<input type="checkbox"/>
PURÉE MONGOLE	16-oz. can	17c	<input type="checkbox"/>
CONSOMMÉ MADRILENE	13-oz. can	15c	<input type="checkbox"/>
QUAHAUG CHOWDER	16-oz. can	17c	<input type="checkbox"/>
CLAM CHOWDER	10-oz. can	10c	<input type="checkbox"/>
FISH CHOWDER	10-oz. can	10c	<input type="checkbox"/>

Name _____
Address _____
City _____ State _____

MADE BY THE MAKERS OF
UNDERWOOD DEVILED HAM

PICTURES TO THE EDITORS

(continued)

"POOPSIE'S" FATHER

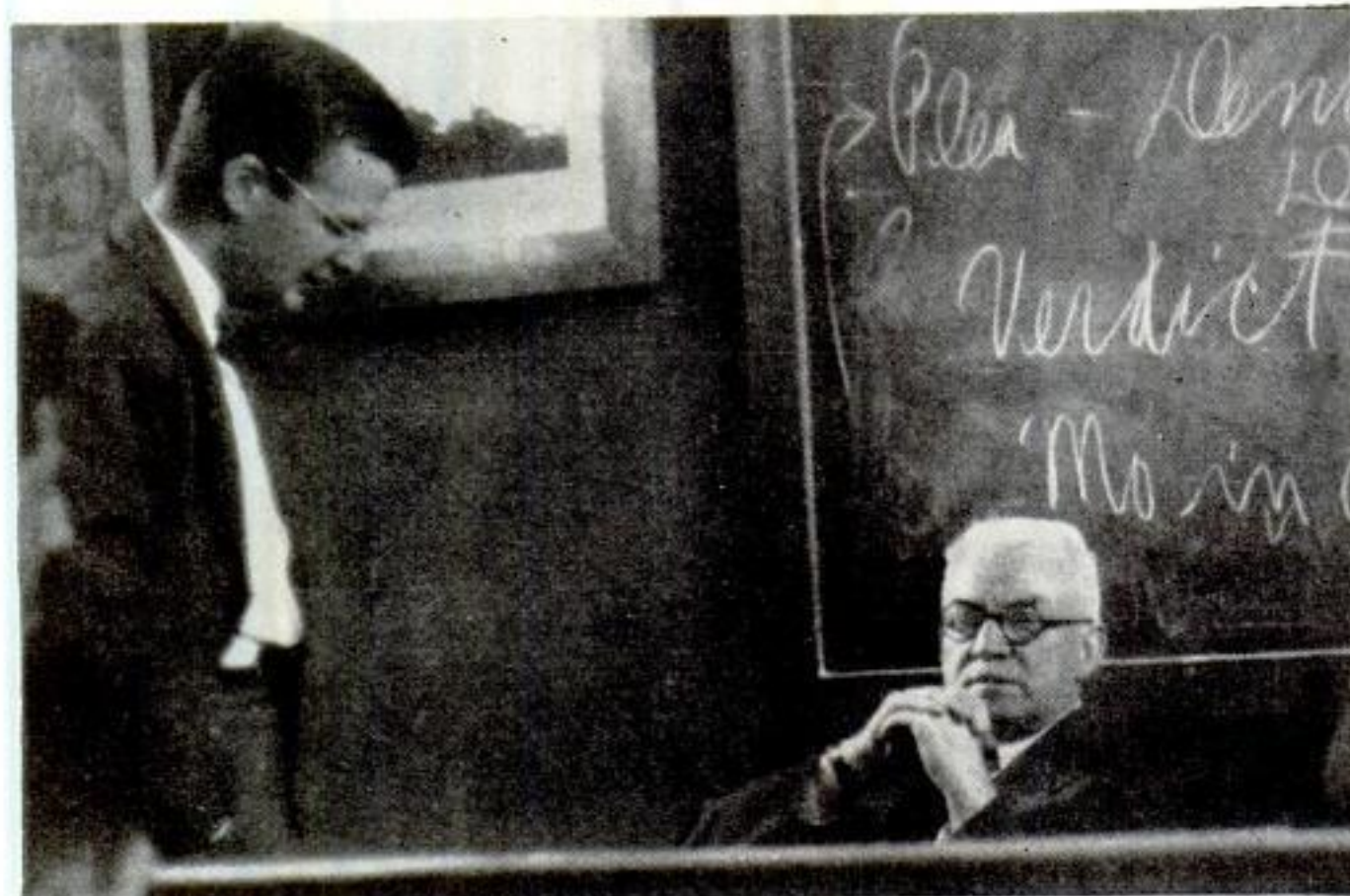
Sirs:

In the Oct. 25 issue of LIFE there appeared a photograph of "Poopsie" made by her father, Henry Scheafer. On the publication of that picture some of Mr. Scheafer's friends immediately formed an organization to protect Poopsie from her father.

The S. F. P. P. sincerely hopes that when Poopsie gets to the age of 16 or so, she will be able to glance back thru the issues of LIFE and discover that a few weeks after her shame before the eyes of America her good name was stoutly defended.

Just to square the Society for the Protection of Poopsie with Henry Scheafer, we are submitting a photograph of him made on Feb. 11, 1937, when he heard that Poopsie had arrived safely.

EDWARD H. HOFFMAN
Winnetka, Ill.



"BULL" WARREN

Sirs:

I read with interest LIFE's presentation of the Law School of Harvard University (Nov. 1).

I am one of the unfortunate many "who did not come back."

I was greatly disappointed when I noticed that a picture of the "Bull" (Prof. Edward Henry Warren) was missing. He is probably the outstanding

character on the campus . . . (Yard, to us). There are more stories accredited to him than to any other professor. Every Harvard Law Grad remembers the "Bull." He calls a spade a damn shovel.

I am sending you a picture that I took of the Professor in his classroom (above, right). A picture view of Harvard without the "Bull" is not an accurate view.

GINO DI MARCO

White Plains, N. Y.



"BULL" WARREN

Sirs:

Failure of your photographer to secure a picture of Harvard Law School's famed, hot-tempered, camera-hating Professor "Bull" Warren urged me to take the enclosed snap. The picture was taken

during the course of Professor Warren's lecture by hiding a Contax camera under my coat. Real fear of his wrath and expulsion alone prevented better photographic technique.

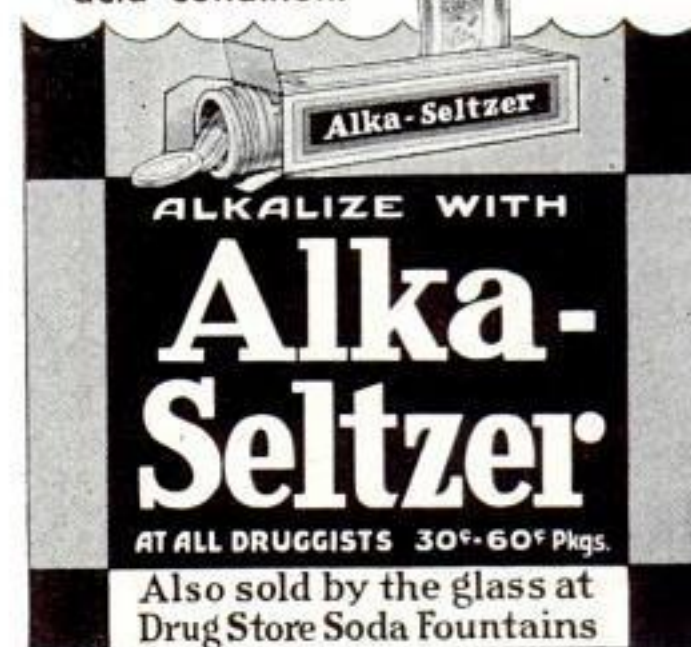
WILLIAM A. O. GROSS

Harvard University
Cambridge, Mass.

NO UPSET STOMACH TROUBLES ME,
NO "MORNING-AFTER" WOE,
NO HEADACHES STAY TO MAR MY DAY,
THEY SIMPLY HAVE TO GO.
TO NIP A COLD BEFORE IT'S OLD
I ALKALIZE IT WELL, SIR.
I DODGE THE GRIEF AND GET RELIEF
BY TAKING ALKA-SELTZER



When a Headache, Upset Stomach, Cold or some other common everyday ache or pain threatens to spoil your good time—be wise—Alkalize with Alka-Seltzer. A tablet in a glass of water makes a pleasant tasting, effervescent solution, which brings quick relief in TWO ways. Because it contains an analgesic (sodium acetyl salicylate) it first relieves the pain and then because of its alkalizing properties, it corrects the cause of the trouble when associated with an excess acid condition.



For Xmas Thrills—
AUTO-MAGIC
Picture Gun

Entertains the whole family! This real looking gun flashes bright pictures on wall, ceiling, floor. Noiseless. Batteries in the handle—simply pull the trigger. Many fascinating films, each with 28 views: Comedies, Adventures, Educational, Cartoons, including POP-EYE, THE SAILOR MAN. Have real fun with AUTO-MAGIC. Give wonderful shows!

COMPLETE OUTFITS, \$1, \$1.50, \$3 AT STORES
Stephens Products Co., Inc., 19 E. 47 St., New York

XMAS CARDS
PRINTED *With* YOUR NAME
40 for \$1. 100 for \$2.
Folders with matching envelopes. All alike or assorted. Postage prepaid. A \$3 value almost anywhere. One day service. Send for free sample of cards and other monogrammed merchandise.
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CHICAGO HEIGHTS, ILL.

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if you haven't tried
GREEN RIVER
BLENDED WHISKEY

TRADE MARK REG. U. S. PAT. OFF.

GREEN RIVER WHISKEY

THE WHISKEY WITHOUT REGRETS
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OLD TIME DISTILLERS

MAKE YOUR NEXT DRINK GREEN RIVER — THE WHISKEY WITHOUT REGRETS

90 Proof...the straight whiskies in this product are 1 year and 6 months old or more, 25% straight whiskey, 75% grain neutral spirits; 15% straight whiskey, 1 year and 6 months old, 10% straight whiskey, 8 years old.

OLDETYME DISTILLERS, INC., Chanin Building, New York, N. Y. . . . Distilleries located at Maryland, Kentucky and New Jersey

PICTURES TO THE EDITORS

(continued)

HAWK EATS RABBIT

Sirs:

We are sending you photos of a Ferruginous Rough Leg Hawk. We found him feeding on the rabbit and when we approached to picture distance, he left and stopped a short distance in the back. We waited for him to come to feed again. It is rare that one has an opportunity to get within photographing distance of this hawk.

He was very cautious after he walked back to the rabbit. The click of the camera shutter seemed to straighten him out again. Then he started to feed on the rabbit, picking and pulling it to pieces, swallowing immense chunks, and working very rapidly (*bottom picture*).

J. W. JACKSON

Jackson Studio
Brush, Colo.



**IT TAKES
PRACTICE,
SONNY!**

That's why dependable Railway Express, handling thousands of shipments every hour, is America's favorite shipping route. Careful, experienced handling all the way from pick-up to delivery. Top-speed by Railway Express—Super-speed by Air Express—2500 miles overnight! Gifts, pets, packages, baggage—everything—receipted and insured. Low rates. Phone any Railway Express or Western Union office for service.

**RAILWAY
EXPRESS**

AGENCY, INC.

NATION-WIDE RAIL-AIR SERVICE

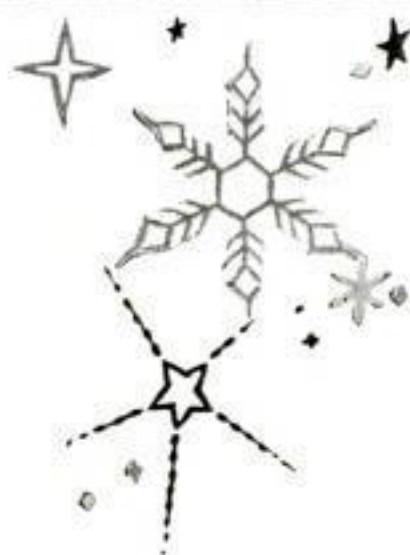




**THE GIFT THAT ECHOES
CHRISTMAS
THROUGHOUT THE YEAR**

Available in a wide variety of cabinets and chassis—finished in walnut, bone-white, and ebony—there's an Arm Chair Zenith to suit almost any home or purse. Also 62 console and table models from \$19.95 to \$750.00.

★ ★ ★
Tune in The Zenith Foundation—most unusual radio program about the subject of the hour—telepathy and success. Over NBC Blue Network every Sunday at 10:00 P.M., E.S.T.



★ Prolonged indefinitely is the Christmas that includes a Zenith. For the brilliance of Zenith performance and its lazy-tuning ease stay new! After all, when you start with a Zenith you start "a year ahead!" So next Christmas—as on all the days between—the sleek beauty of your Zenith, the rich velvet of its tones, will echo and re-echo your delight this Christmas morning. Which is the best of reasons for making yours a Zenith Christmas—now!

ZENITH
TRADE MARK REG.
ARM CHAIR RADIO

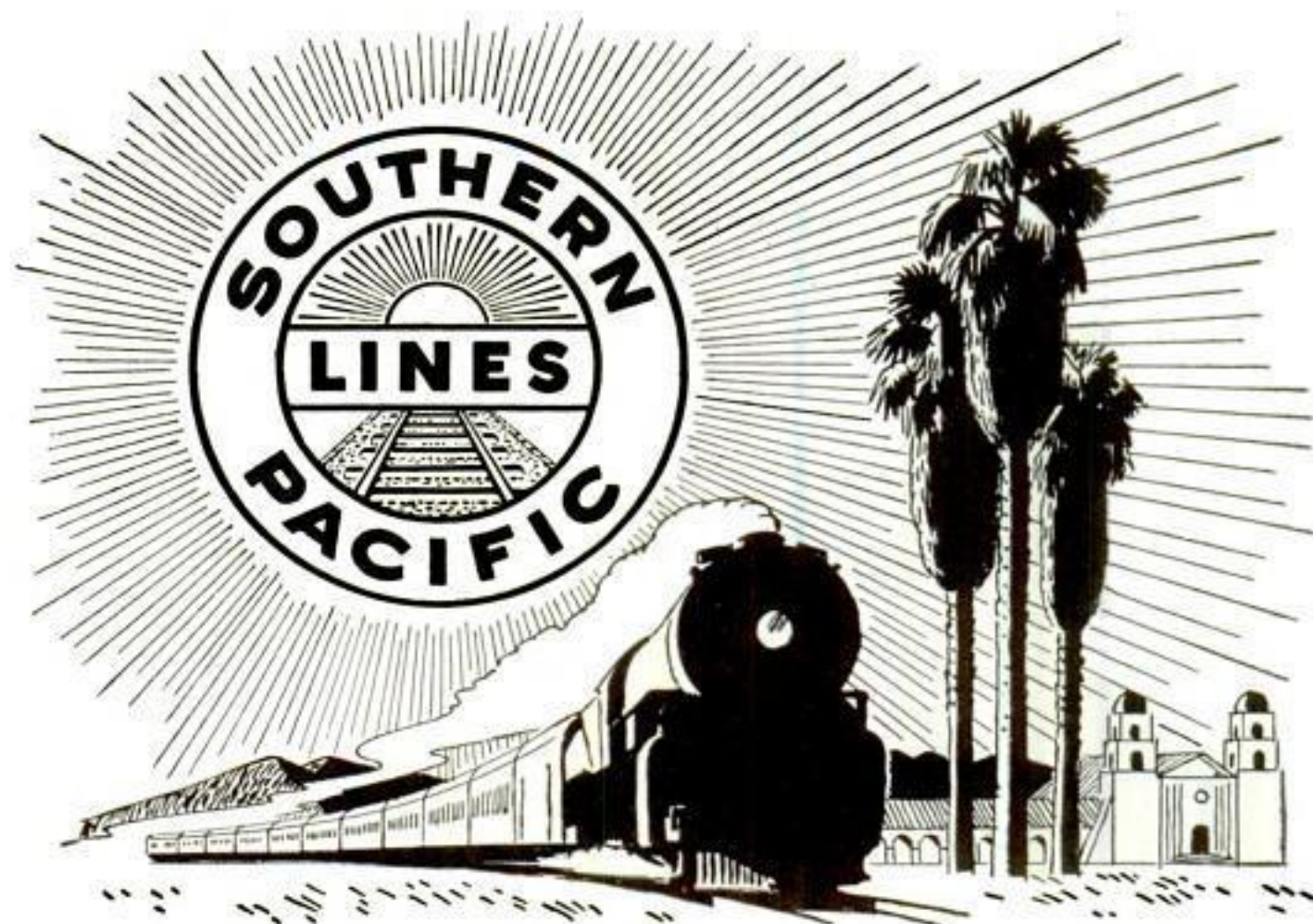
EUROPE, SOUTH AMERICA OR THE ORIENT... GUARANTEED EVERY DAY OR YOUR MONEY BACK*

*on all short wave Zeniths.



29 ARM CHAIR MODELS TO CHOOSE FROM . . . \$29.95 UP*

*Prices slightly higher in West and South.



The Sunniest Winter Way to

CALIFORNIA

Southern Arizona and Palm Springs

No transcontinental U. S. railroad goes farther south than Southern Pacific's two southern routes (numbers 3 and 4 on map below). Skirting the Mexican border, Southern Pacific's **SUNSET ROUTE** via New Orleans and **GOLDEN STATE ROUTE** via Chicago are the sunniest winter ways to California, the only main lines to Southern Arizona's guest ranch country and the desert resorts at Palm Springs.

Wise travelers follow summer through this sun-bathed empire on swift, luxurious Southern Pacific trains: via romantic New Orleans and the Old South on the hospitable *Sunset Limited* or *Argonaut*; via Chicago on the great *Golden State Limited*, the economical *Californian* or the *Apache*.



SOUTHERN ARIZONA'S cactus forests and mysterious mesas are a vivid background for your guest ranch vacation. You'll ride the range, learn cowboy lore, sing cowboy songs on moonlight barbecues. Just off the press, Southern Pacific's beautifully illustrated guest ranch booklet tells all about ranch life, lists the most popular ranches on Southern Pacific's lines.

TO SAN FRANCISCO, Southern Pacific is the shortest, most direct route. Its **OVERLAND ROUTE** (number 2 on map above) makes a bee-line straight across the continent, is the route of such famous trains as the *Streamliner City of San Francisco*, *Forty-Niner*, *Overland Limited*, *Pacific Limited* and the new coach-tourist *San Francisco Challenger*.



FREE! New Southern Pacific booklets about the Pacific Coast, Guest Ranches, Desert Resorts, Carlsbad Caverns National Park. Write O. P. Bartlett, Dept. LE-11, 310 So. Michigan Avenue, Chicago.

Southern Pacific

THE WEST'S GREATEST TRANSPORTATION SYSTEM

PICTURES TO THE EDITORS

(continued)



JOHNS BY SHAW

Sirs:

I have no objection to your reproducing *The Countryman* photographs in the pages of *LIFE*, but unless you can reproduce from the prints in the magazine (they are good), I cannot help you out, as the

editor did not return the prints sent him, and I cannot lay my hands just now on the tiny negatives from which they were enlarged.

G. BERNARD SHAW

London, England

The snapshot (above) by Playwright Shaw is of his artist friend, Augustus Johns—ED.



SMALL-TOWN HALLOWEEN

Sirs:

On Halloween, I decided to take my camera out with me and see what I could find in the way of a good Halloween picture. I walked the back alleys in search of pranksters in the midst of their Halloween fun.

My patience was rewarded by the

securing of this picture showing ambitious youths enjoying the fun of upsetting outdoor toilets. The photo shows accurately the happenings of Halloween in many small towns which do not have sanitary accommodations.

ROBERT GAUTHIER

Corning, Iowa

"HERE'S HOW I DO MY WEEK'S WASH NOW

Thanks to Bendix!"



1 "I put my dry soiled clothes into the dry cylinder ...



2 "I set two automatic controls —add soap and bluing ...



3 "I remove the clean clothes ... damp-dry, ready for line."

THE SUCCESSOR TO THE WASHING MACHINE

Bendix does all the work **AUTOMATICALLY**



MARVELOUS news! Washday drudgery is a thing of the past! Now at last every woman can enjoy truly workless washdays ... freedom from washday toil, new leisure, new economy!

For the Bendix Home Laundry ... *successor to the washing machine* ... has completely revolutionized home laundering methods!

Automatically, without attention, this remarkable new invention does *all* the work of your week's wash for you. Not a single disagreeable task to do ... no need even to touch water!

Bendix washes clothes cleaner, makes them whiter, more sanitary ... and pays for itself as it works this magic! Uses much less soap and bluing. Causes far less wear. Saves laundress' wages. Handles sheer silks, rayons—or heaviest woolens. Easily installed in the basement, kitchen or service room—even in a bathroom.

Easy terms to suit your budget make it practical for anyone to own this remarkable, labor-saving appliance. See Bendix demonstrated at your dealer. Learn all the startling facts. A *free* illustrated booklet, "Escape From Wash-day", gives full details about Bendix. Write for your copy to Dept. L., BENDIX HOME APPLIANCES, INC., South Bend, Indiana.

BENDIX

HOME LAUNDRY

Washes ... Rinses ... Damp-Dries AUTOMATICALLY

Copyright 1937, Bendix Home Appliances, Inc.



Installed in the basement, Bendix occupies little space ... can help to quickly transform a dreary basement into a delightful recreation room.



Lovely hands stay lovely ... with a Bendix. For hands need never touch water.



Bendix is safe ... no power wringer, no exposed moving parts to catch hair or fingers.



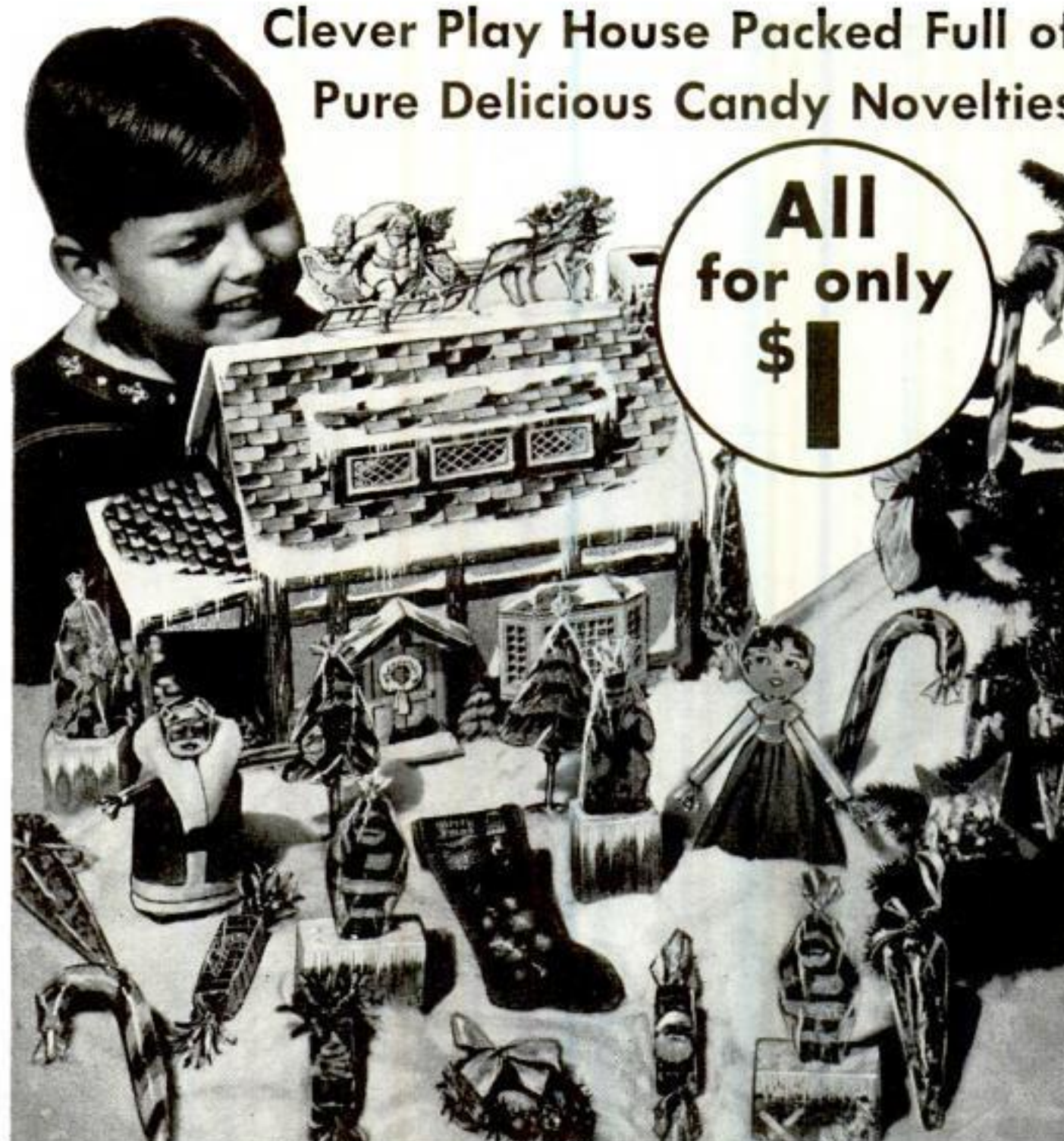
Smart, modern styling makes the Bendix a welcome addition even to the most up-to-date kitchen ... convenient for use at all times.



Tests prove clothes washed in a Bendix are more sanitary ... extra protection for you!

Something NEW for the CHILDREN'S CHRISTMAS!

Clever Play House Packed Full of Pure Delicious Candy Novelties



It's really three gifts in one! A beautiful Play House—packed with 18 clever novelties (just the thing to decorate the tree or table)—and all made of pure, wholesome Charms candy—good to look at and good to eat.

A Christmas thrill for the children that will make their eyes shine! Sparkling, tempting novelties—Santa Claus, Dancing Dolls, Parasols, Fir Trees, Canes, Bags, and a bulging Stocking.

All come packed in a clever Play House, with extra pieces for porch, chimney, steps, and reindeer and sleigh for the roof. Fun to set up on Christmas day, fun to play with long afterwards.

Here's just the gift, not only for your own children, but for nieces, nephews, children of friends and neighbors. Get your Charms Play

House packages at your favorite candy store, or send order direct by mail. But don't wait. Only a limited supply of the Play Houses are available and it's too late to get more this year. So order now through your favorite candy store or from the Charms Company.

6 Play House Packages for only \$5

To make it easy for you to remember *all* the children you want to make happy this year, Charms offers you a special price—6 complete packages sent at one time to one address, all charges prepaid, for only \$5 (West of Mississippi \$5.75). If sent to different addresses, add 15 cents for each additional address. Just attach list to coupon. We'll gladly enclose your greeting card with each one.

CHARMS CANDY NOVELTIES

CHARMS SALES CO., Dept. L-22, Newark, N. J.

Send, prepaid, Charms Play House Packages as checked. I enclose (check or money order)

Name.....

Street.....

City.....

State.....

Package—18 items	East of Mississippi	West of Mississippi
	\$1.00	\$1.15
6 Packages to one address	5.00	5.75

(Add 15 cents for each additional address—attach list.)

NOTE: If you prefer, you need not send money now. Mail coupon, and order will be sent parcel post, C.O.D. Simply pay postman proper amount, plus few cents collection charges.

He wants THE SMART SET



\$1.50
and up

Every gentleman on your list will welcome this smart matched set of garters and suspenders—style-crafted by Paris. A pair of superbly comfortable Paris Garters to match the genuine Paris Suspenders with "Free-Swing" backs which "can't skid off his shoulders" . . . a combination which He'll appreciate. In handsome Gift Packings—set illustrated, \$1.50; others \$2 and \$2.50.

Be sure to give Paris—priced no higher than imitations. Since you can give "Him" the best—at the price of the next best—we leave it to you—what's best?

PARIS MAIL-O-GRAM (If your dealer cannot supply you)

A. STEIN & COMPANY, 1151 West Congress Street, Chicago, Illinois

Please send me . . . PARIS SMART SETS at \$1.50 . . . \$2 . . . \$2.50. Color Preference

Enclosed is Check . . . Money Order . . . Currency . . . for \$

Name

Address

Dealer's Name, please

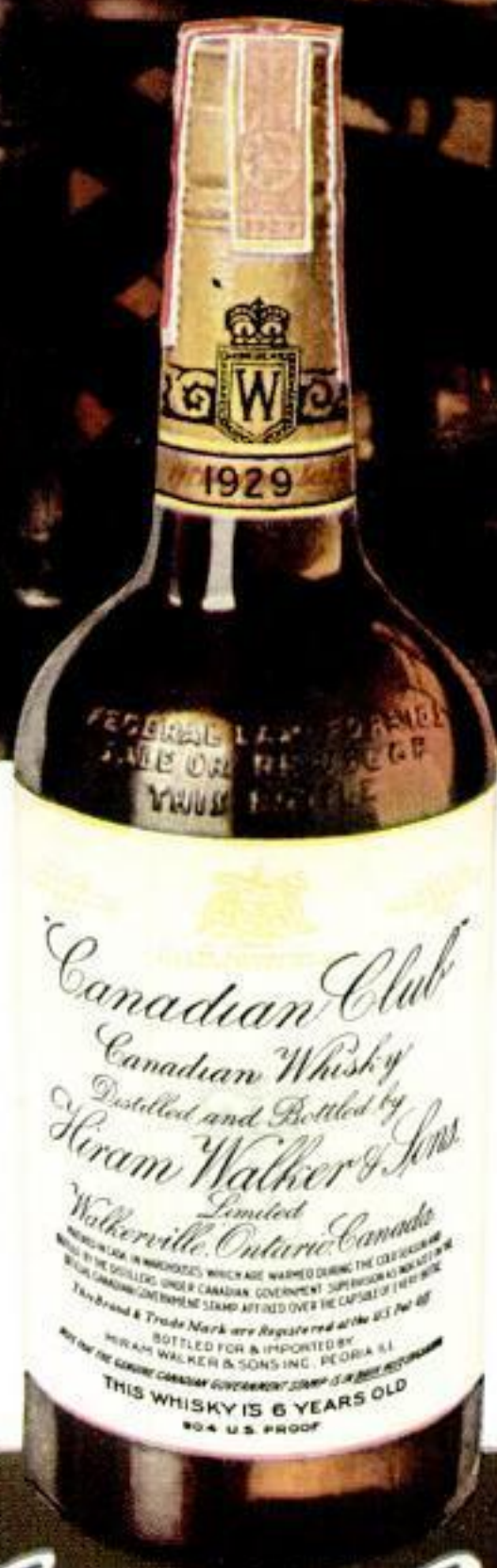
PARIS

GARTERS AND SUSPENDERS

Even in Scotland...



Ambassador
of good will
to 87
countries



"Here's a Scotch story you *haven't* heard," writes C. K. Lamont of New York. "Visiting Uncle Duncan of Cromarty last summer, I was taken off to a very damp moor to shoot grouse, so I was more than ready for a tall one when we got back to the ancestral hall. With proper reverence I raised my glass, expecting to sip a rare Scotch whisky. It was rare whisky, all right, but familiar as the

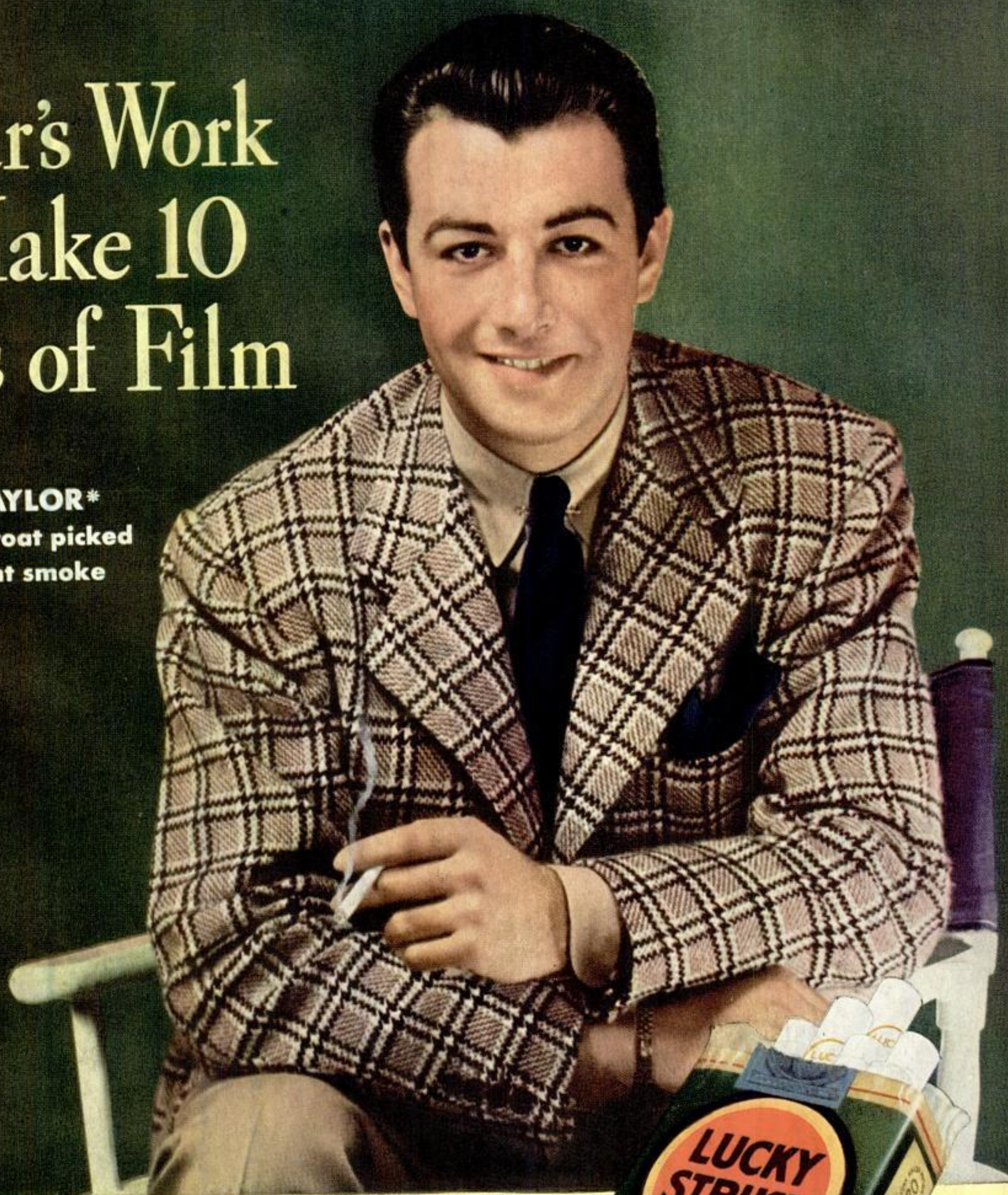
Statue of Liberty! 'I see ye ken Canadian Club,' said Uncle Duncan, noting my surprise. 'O' course twud never do tae let it get about, lad, but e'en the most loyal Scot enjoys a drop o' Canadian Club now and then!'"

"Canadian Club" (90.4 proof) is the only whisky of its kind. But Hiram Walker also makes ryes, bourbons, gins—whatever type you like, at whatever price you pay. At dealers, clubs, bars, hotels. Hiram Walker & Sons, Peoria, Ill., Walkerville, Ont., Glasgow, Scotland

Hiram Walker's "CANADIAN CLUB"

A Year's Work to Make 10 Hours of Film

ROBERT TAYLOR*
tells how his throat picked
Luckies, a light smoke



"MY 8 PICTURES this year," says Robert Taylor, "run about 10 hours on the screen. But that meant over 2,000 hours of work for me... During all this acting I found Luckies gentle on my throat. I started smoking them 7 years ago."

Luckies are easy on your throat because the "Toasting" process takes out certain harsh throat irritants

*STAR OF METRO-GOLDWYN-MAYER'S "YANK AT OXFORD"

found in all tobacco—even the finest.

And Luckies do use the finest tobacco. Sworn records show that among independent tobacco experts Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined.

In the impartial, honest judgment of the experts...the men who know tobacco best...it's Luckies—2 to 1.



WITH TOBACCO EXPERTS...
WITH MEN WHO KNOW TOBACCO BEST

It's Luckies 2 to 1

Luckies—A Light Smoke

Easy on your throat—"It's Toasted"

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